



WORKSHOP 2:

LEVEL 5 & LEVEL 6

ONLINE FINANCE TOPICS



SUNSHINE COAST: IT'S TIME TO LEVEL UP!

The Level Up program is a Sunshine Coast Council funded program aimed at helping small and medium businesses connect to the NBN where available, and fully utilise digital tools, innovation principles and business solutions to enable them to improve their productivity, profitability and ability to compete nationally and internationally, where desired.





YVETTE ADAMS

- Born and raised in NZ
- Travelled for most of my 20s, wound up on the Sunshine Coast 2004
- Two children - aged 10 and 13
- Started 6 businesses, sold 2, run 3 now
- Asked to speak by Google
- Have my own online show about young
- Chair of Knowledge & Professional Services Taskforce
- Chair of Australian Institute of Company Directors Sunshine Coast Committee

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TOPICS



LEVEL 1

Get online with faster internet, and learn how to be safe and smart online by using online storage facilities and ensuring regular backups.



LEVEL 2

Learn how to work more efficiently online through the use of technologies such as G Suite, Office 365, Google Calendar, Google Docs, Google Drive, Dropbox & more.



LEVEL 3

Learn about communication & collaboration systems online including real time messaging tools such as Whats App, Facebook Messenger, Skype & more.



LEVEL 4

Learn about tools for video conferencing & capturing & editing video including webinar software, Google Hangouts, Crowdcast, GoToWebinar, WebEx & Webinarjam.



LEVEL 5

Get started with banking online and gain efficiencies in the way you do your business banking including POS & ecommerce solutions – Paypal, Eway, Stripe and more.



LEVEL 6

Learn about doing your accounting & payroll online (including syncing your accounts to your website and eftpos transactions to save on data entry!)



LEVEL 7

Document and share your company procedures and systems online through the use of company wikis, Dropbox, G Drive, Google sites & more.



LEVEL 8

Learn how to streamline and automate some of your business operations online through the use of APIs, add-ons, automations and more.



LEVEL 9

Learn how to improve customer experience with your company through the use of online systems such as PBX phone systems, CRMs and more.



LEVEL 10

Do you measure if your customers are satisfied with your service? You should be! Learn how to use online systems to run surveys, polls and more.



LEVEL 11

While they won't be relevant to all businesses, there are many more systems out there including learning management systems, project management systems and more.



LEVEL 12

Learn what Open Data is and how you can use it in your business, data analytics & reporting including identifying your businesses KPIs.



LEVEL 5: ONLINE BANKING, POS & ECOMMERCE

JAMES COWLISHAW - ANZ BANK



James has been with ANZ for 11 years, with experience in Retail & Commercial markets across sales, distribution, product development and enablement. The last 6 years has been specifically focussed on helping small business customers make better decisions through making it easy to accept and make payments, and easily manage your cash flow.

James graduated from the University of Queensland with a Bachelor of Business Management, Business Administration and a Bachelor of Commerce, Accounting and Finance in 2007.

James is also passionate about his local community, acting as the Vice President of the Rhinos American Football Club Inc. in Brisbane since early 2016.

STATE OF THE NATION

More than 14 million Australian banking customers went online to do their banking in August 2016 according to *Nielsen Digital Ratings*.

The number of Aussies doing all their banking online is *growing rapidly*. Most of the very popular online banks (the top ten) in Australia are experiencing growth in the number of customer log-ins to their internet banking sites.

Most Australians now log in to their internet banking by mobile device.

WHY SHOULD YOU CONSIDER ONLINE BANKING?

Accessible 24/7

Schedule payments for
recurring bills and save on
admin + getting overdue
bills!

Reduce administrative
overhead

Save your payees for ease
of paying supplier invoices.

Keep a closer eye on
your balance and cash
flow

Save in fees from
ATMs etc.

Carry out foreign
transactions if
exporting/importing

Easier to export to
accounts systems and
evaluate business
performance

Easily move money
between accounts

AUDIENCE PARTICIPATION

**DO YOU CURRENTLY USE ONLINE BANKING FOR
PERSONAL AND BUSINESS?**

**DO YOU DO IT VIA DESKTOP,
OR MOBILE DEVICE,
OR BOTH?**

CONSIDERATIONS WHEN LOOKING AT ONLINE BANKING

- Where do you already bank? What options do they have?
- Does it have an easy to navigate online banking portal?
- Does it have a good mobile app on the platform you use i.e. iOS or Android?
- Can you do what you want to do i.e. move money between accounts, make payments, pay bills, use Bpay, open a new account, get a quick balance, apply for a loan, check points on a credit card, find the nearest ATM, access cash without your card?
- Does it offer newer technology like Android Pay for PayWave and Tap and Go contactless transactions. [Currently ANZ Bank and American Express issued credit and charge cards offer Apple Pay.]
- Does it have online budgeting tools?
- Can you Bpay from your mobile banking app? Can you add a new payee and make a payment to them from your phone?
- Can you see all your finances in one place?



COMMBANK / CBA



- Commonwealth Bank's online internet banking site, Netbank, is Australia's number one ranked online bank according to Nielsen, with a unique audience of 7.3 million Aussies in August 2016.
- The linked app – the CommBank app – is also Australia's number one banking app.
- The CommBank app offers PayWave and Tap and Go shopping with a PayTag sticker for iPhones.
- Commonwealth Bank customers can also withdraw cash from an ATM without using their card through the 'Cardless cash' function on the app.

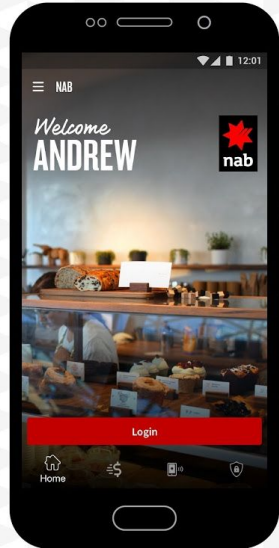
Source: Infochoice.com.au

NATIONAL BANK / NAB

- National Australia Bank is second with 5.3 million unique visitors to its internet banking site in August 2016. The NAB Classic Banking account features no fees.



A BRAND NEW EXPERIENCE



Source: Infochoice.com.au

ANZ



- ANZ Bank came third with 4.9 million unique visitors in August 2016. The ANZ Access Advantage account and ANZ credit cards support Apple Pay.
- Has a really good online budgeting tool - use for personal or business.



Source: Infochoice.com.au

WESTPAC

Westpac is the fourth most popular internet banking site in Australia with 4.1 million visitors in August. Westpac's Basic Account has no account keeping fees.



Source: Infochoice.com.au

WHICH BANK IS THE BEST FOR ONLINE BANKING?



Log In

Join

Search

Banking

Insurance

Investing & Super

Business Products

Calculators & Tools

News

About

Compare Online Banking






The 2016 Online Banking Award Report looks at 51 providers and rates their online offering against each other.

[View the report](#)

Compare transaction accounts from all of Australia's significant banks and credit unions here: <http://www.infochoice.com.au/banking/transaction-account/>

WHICH BANK IS THE BEST FOR ONLINE BANKING?

Which Big Four bank suits me best?

Bank	Best for
CommBank	 Largest ATM network in Australia  Awarded "best" online banking system by some organisations
NAB	 Has the only bank account (out of The Big Four) that doesn't charge monthly fees and overdrawn fees
Westpac	 Has the only bank account that doesn't charge overseas ATM fees within their global network
ANZ	 At the time of writing had the highest maximum variable rate for savings

Availability of customer service

Big Four Bank	Phone	Live Chat
CommBank	Available 24/7	Yes
NAB	Mon-Fri 8am - 7pm (AEST/AEDT) Sat-Sun 9am - 6pm (AEST/AEDT)	Yes
Westpac	8am - 8pm, 7 days a week from anywhere in Australia	Yes
ANZ	7am - 10pm your local time in Australia	Yes

BANKING APPS - ANZ EXAMPLES

iPhone Apps

- 

1. ANZ goMoney Australia
[View in iTunes >](#)
- 

2. Grow by ANZ: banking, in..
[View in iTunes >](#)
- 

3. ANZ Shield
[View in iTunes >](#)
- 

4. ANZ FastPay Next Genera...
[View in iTunes >](#)
- 

5. ANZ Transactive
[View in iTunes >](#)
- 

6. Find ANZ
[View in iTunes >](#)
- 

7. Currency by ANZ
[View in iTunes >](#)
- 

8. ANZ Mobile Singapore
[View in iTunes >](#)

iPad Apps

- 

1. Grow by ANZ: banking, in..
[View in iTunes >](#)
- 

2. ANZ FastPay Next Genera...
[View in iTunes >](#)
- 

3. ANZ Transactive
[View in iTunes >](#)

BANKING APPS - ANZ EXAMPLES

 Google Play



 Apps

Categories ▾

Home

Top Charts

New Releases



My apps

Shop

Games

Family

Editors' Choice

Account

Redeem

Buy gift card

My wishlist

My Play activity

Parent Guide

Similar Apps



ANZ goMoney New Zealand
★★★★★



ANZ MOBILE SINGAPORE
★★★★★



ANZ Mobile Pay
★★★★★



ANZ Mobile Indonesia
★★★★★



ANZ Transactive
★★★★★



ANZ Shield
★★★★★



Android Pay
Google Inc



ANZ FastPay Next Generation
Australia and New Zealand




CommBank
Commonwealth Bank of Australia



PayPal
PayPal Mobile



CommBank Property
Commonwealth Bank of Australia



Westpac Mobile Banking
Westpac Banking Corporation

EXERCISE

**DO YOU HAVE THE APP/S FOR THE BANK YOU
CURRENTLY WORK WITH? IF SO, ARE THERE MORE
APPS YOU COULD USE?**

**GO SEARCHING AND DOWNLOAD RELEVANT ONES
NOW**

**[THIS MAY INCLUDE LIAISING WITH YOUR BANK TO
GET LOG INS]**

BANKING APPS - MORE COOL STUFF BY ANZ



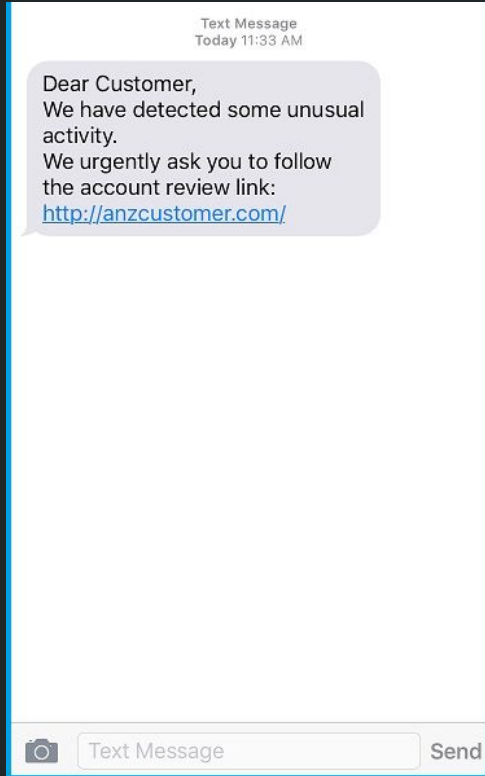
- ANZ were the first to bring Apple Pay to Australia
- Apple Pay lets you tap and pay when you're out and about.
- You can even make purchases in-app or on the web with Safari where Apple Pay is accepted.
- It also works with the Apple Watch!

How to load your card to Apple Pay on your iPhone

- Open the Wallet app on your compatible iPhone.
- Tap the + sign in the top right corner.
- Use your iPhone's camera to scan your card, or manually enter your card details.
- Enter your card security code, then read and accept the ANZ Apple Pay Terms and Conditions.
- For security purposes we may ask you to call us or send you a verification code via SMS.

MORE COOL STUFF FROM BANKS -

Push notification or SMS Alerts



- Low balance: The current account balance has fallen below a set amount or is not enough to cover a scheduled payment or is overdrawn.
- Success: The current account balance has reached your savings goal.
- Payday: A deposit has been made to the customer's transaction or savings account.
- Fraud: Transactions or credit card payments have been made overseas/unusual activity
- Fees: Customers should transfer some more money into their transaction account to avoid the monthly account-keeping fee.
- BEWARE of hoax SMS and emails from banks!

ONLINE BANKING SAFETY TIPS:

JAMES TO EXPLAIN

MORE COOL STUFF BY ANZ - CALCULATORS & TOOLS

Calculators

Make informed personal banking decisions using our range of calculators:



Savings

- ▶ Savings calculator
- ▶ ANZ Term Deposit calculator
- ▶ Private school fee calculator



Foreign exchange

- ▶ Foreign exchange rates
- ▶ Currency converter



Credit cards

- ▶ Compare credit cards
- ▶ Find a credit card



Personal finance

- ▶ Car loan repayments calculator
- ▶ Personal loan repayments



Home loans

- ▶ Quick repayments calculator
- ▶ Quick borrowing power calculator
- ▶ Home loan fee calculator
- ▶ Compare home loans



Planning for the future

- ▶ Wealth Health Check



Investing & superannuation

- ▶ How much can I borrow?
- ▶ Margin lending



Budgeting tools

- ▶ ANZ MoneyManager
- ▶ Budget planner

ANZ**Budget planner**[Back to bank accounts](#)[FAQ](#)

Put yourself in control of your finances.
Simply enter your earnings and expenses below and calculate.

What you'll have
\$0
As you work through your budget, you can see how much money is left over.

1. My income

2. My expenses

3. Summary

Salary after tax (\$)

Annually

Partner's income (\$)

Annually

EXERCISE

**DO YOU USE COOL TOOLS
FROM BANKS IN ADDITION TO APPS?**

**SEARCH FOR THESE ON YOUR
COMPUTER NOW AND HAVE A PLAY.**

BUSINESS ACCOUNTING & BANK FEEDS

- **Bank feeds are a game changer for small business!**
- Bank feeds let you **automatically import account transactions** into your accounting software from your bank or other financial institution.
- Once bank feeds are up and running, **you'll no longer need to download and import bank statements** to get transactions into your online accounts system.
- This handy feature allows you to tally your financial books with what is really happening with your money in the bank. **SAVE HUNDREDS OF HOURS IN DATA ENTRY.**
- **The impact of bank feeds for small businesses has been enormous.** Accounting programs can automatically match a transaction in a bank feed with a sales invoice awaiting collection or a bill awaiting payment. This cuts out hours of manual data entry required to reconcile accounts.

HOW BANK FEEDS WORK

A user can **set up rules to automatically match expense transactions from certain suppliers or income to certain invoices / customers** (eg. a credit card transaction from an airline would be categorised as Travel).

You voluntarily give permission for your software provider to access bank feeds, via either BankLink or a 3rd party provider.

There are three types of bank feeds

- Direct feeds
- Yodlee feeds
- PayPal feeds

Your bank determines which type of feed you can set up.



BANKS WHO FEED INTO POPULAR ACCOUNTING PROGRAMS

<https://help.xero.com/au/DirectFeeds-AU> - Approximately 70 **Australian banks and financial institutions supplying direct feeds to Xero**

<https://www.myob.com/au/accounting-software/bankfeeds/feeds> - Approximately 110 **Australian banks and financial institutions supplying direct feeds to MYOB**

<https://community.intuit.com/articles/1501482-get-started-with-bank-feeds> **Get started with Bank Feeds - QuickBooks Learn & Support**

EXERCISE

WHAT BANK DO YOU USE?

**ARE YOU CONSIDERING A MOVE OR WILL YOU STAY
WHERE YOU ARE?**

**DOES THE BANK YOU'RE WITH, OR CONSIDERING
MOVING TO, ALLOW BANK FEEDS?**

HOW WILL YOU GET THESE SET UP?

EFTPOS

Electronic funds transfer at point of sale (**EFTPOS**) is an electronic payment system involving electronic funds transfers based on the use of payment cards, such as debit or credit cards, at payment terminals located at points of sale

TOP EFTPOS TIPS:

- Shop around - banks offer EFTPOS & so do private companies
- Offer EFTPOS if your customers want it - the charges may mean more sales.
- Make sure EFTPOS payments don't make a loss - consider charging extra if you have to.
- Use EFTPOS for high-value payments to reduce cash on premises.



MORE:

<https://www.business.gov.au/info/run/finance-and-accounting/accounting/payments-and-invoicing/eftpos-payments>

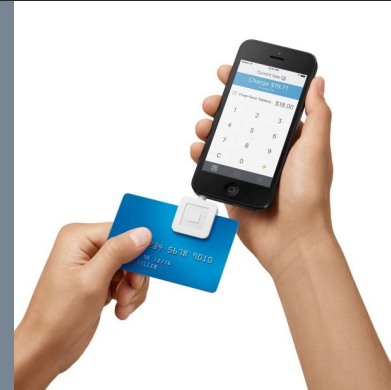
EFTPOS - PORTABLE SOLUTIONS

Are you a business that needs to transact on the go?

Such as:

- Mobile Coffee Van
- Tradesman
- You sell goods or services at markets etc?

Consider what portable Eftpos Solutions your bank offers.



MORE WAYS TO TRANSACT ONLINE



Stripe



eWay (Australia)



Square



PayPal

THINGS YOU COULD SELL ONLINE

- Products which you stock
- Products via drop-shipping
- Join membership subscriptions – one off fee, monthly, annual etc.
- Make donations – one off, recurring.
- Buy tickets to events/other functions.
- Make venue or facilities bookings – rent out your space
- Order and purchase services and products.
- Purchase subscriptions to specialist services, newsletters etc for which you normally charge.
- Purchase information in the form of papers, images, video or audio clips – perhaps held in a database on your site.



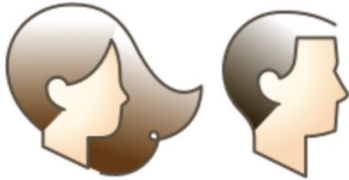
EXERCISE:

**DOES YOUR BUSINESS CURRENTLY SELL ONLINE?
IF SO, WHAT DOES IT SELL?**

WHAT ELSE COULD YOU SELL ONLINE?

PAYPAL - paypal.com.au

PayPal connects you with millions of buyers around the world, processing payments for you quickly, easily and securely.



1

Customers buy your products or services.



2

We process the payment, keeping everyone's financial details protected.



3

Your business instantly receives the payment. Easy as that!

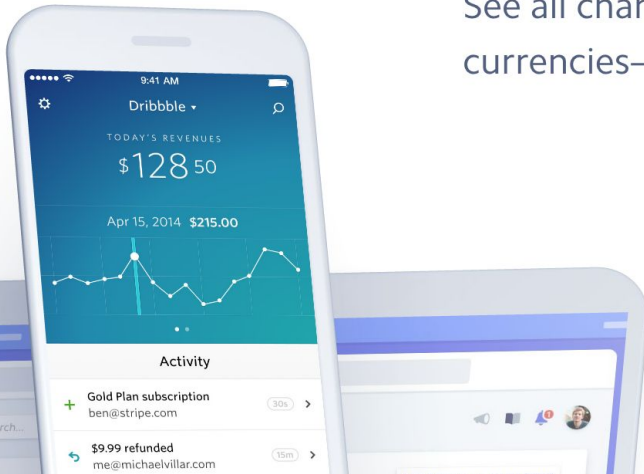
STRIPE - stripe.com/au/

Stripe is a US technology company, operating in over 25 countries (including Australia), that allows both private individuals and businesses to accept payments over the Internet. *Stripe* focuses on providing the technical, fraud prevention, and banking infrastructure required to operate on-line payment systems.



Run your business on Stripe.

Make faster business decisions using insights from real-time data. See all charges—across different payment types, countries, and currencies—in one place.

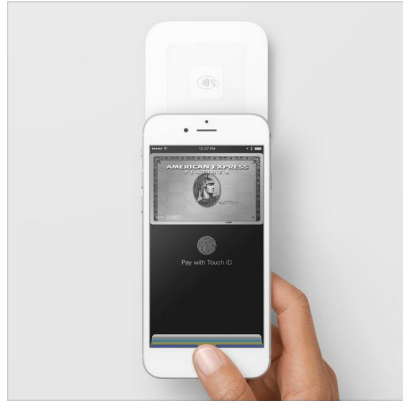


Dashboard

See and manage every payment, customer, subscription, transfer, and more right from your [Dashboard](#). Quickly get a

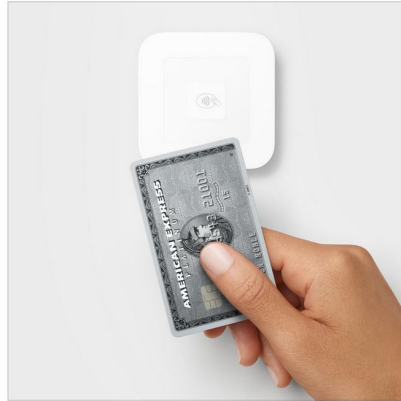
SQUARE

Accept Tap and Go Cards, Apple Pay and Android Pay On The Go.



NFC devices

Accept Apple Pay, Android Pay and other NFC-enabled smartphones and watches.



Contactless cards

Customers simply hold their contactless card near the reader to trigger payment.



Chip cards

Insert chip cards into the payments machine, then leave it in place for the duration of the sale.

Pay just 1.9% per tap, insert or swipe for Visa, Mastercard and American Express credit or debit cards. Process \$100, see \$98.10 deposited into your bank account as fast as the next business day. No monthly fees, no commitments and no surprises.

[BUY NOW](#)

Also available at these retail stockists:



Officeworks

Harvey Norman

OPTUS

**See the
flyers on
your tables
for this
company**

<https://squareup.com/au/>



- Securely processing payments for 26,000+ Australian businesses
- Integrated with 300 shopping carts and ecommerce platforms. Neto, Magento, Xero etc
Discover how easy it is to integrate with eWAY
<https://www.eway.com.au/features>
- Always here to help, call 1800 10 65 65

ACCELERATOR PLAN

1.9% + 20c

Per Transaction
VISA & MASTERCARD



2.6%

Per Transaction
AMEX & DINERS



SUPPORTED DIGITAL WALLETS



NO HIDDEN COSTS - EVER

Make budgeting easier. No traps. No fuss.
Affordable rates for your credit card transactions.



SAME DAY SETTLEMENT

eWAY doesn't tie up your cash. Fastest settlement in the business so you can get growing.



500+ PARTNER CONNECTIONS

No matter if you're with WooCommerce, Xero or Magento, eWAY's the best payment solution.



SECURE & RELIABLE

eWAY cares about you never missing a sale. You'll get reliability, fraud protection & security.



HAVE YOU WATCHED WEBINAR 5?

PRESENTER:

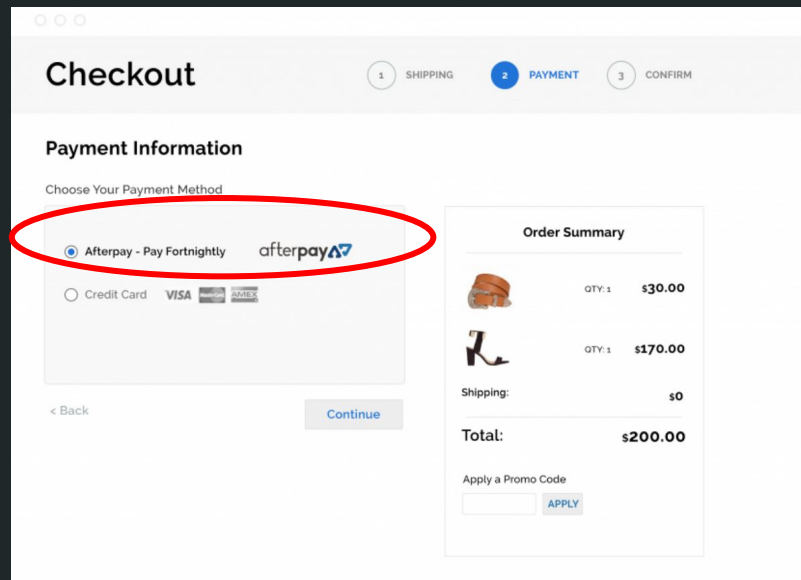
STUART McFARLAND OF EWAY

- Head of Product Delivery and Support at eWAY
- 15 years of solution delivery through technology
- The first Apple Pay payment in Australia was processed on his American Express card
- Integrated the payment systems of Ezidebit and eWAY following acquisition by Global Payments (NYSE:GPN)

**AVAILABLE NOW IN THE ONLINE
PORTAL OR VIA THE SCC YOUTUBE
CHANNEL: <https://goo.gl/gnGZdq>**

BUY NOW/PAY LATER

Offer convenient
instalment plans at checkout.



1

Your customer opts to
check out with ZipPay or
Afterpay instead of credit
card

2

You capture and
process the
purchase

3

ZipPay or Afterpay
settle with you the
same day via EFT

4

Your customer pays
ZipPay or Afterpay
over time interest
free



June 1 at 7:10pm · Brisbane, QLD ·

I don't know why I put **afterpay** off for so long....this amount of orders has gone out every day this week since adding **afterpay** on Sunday.

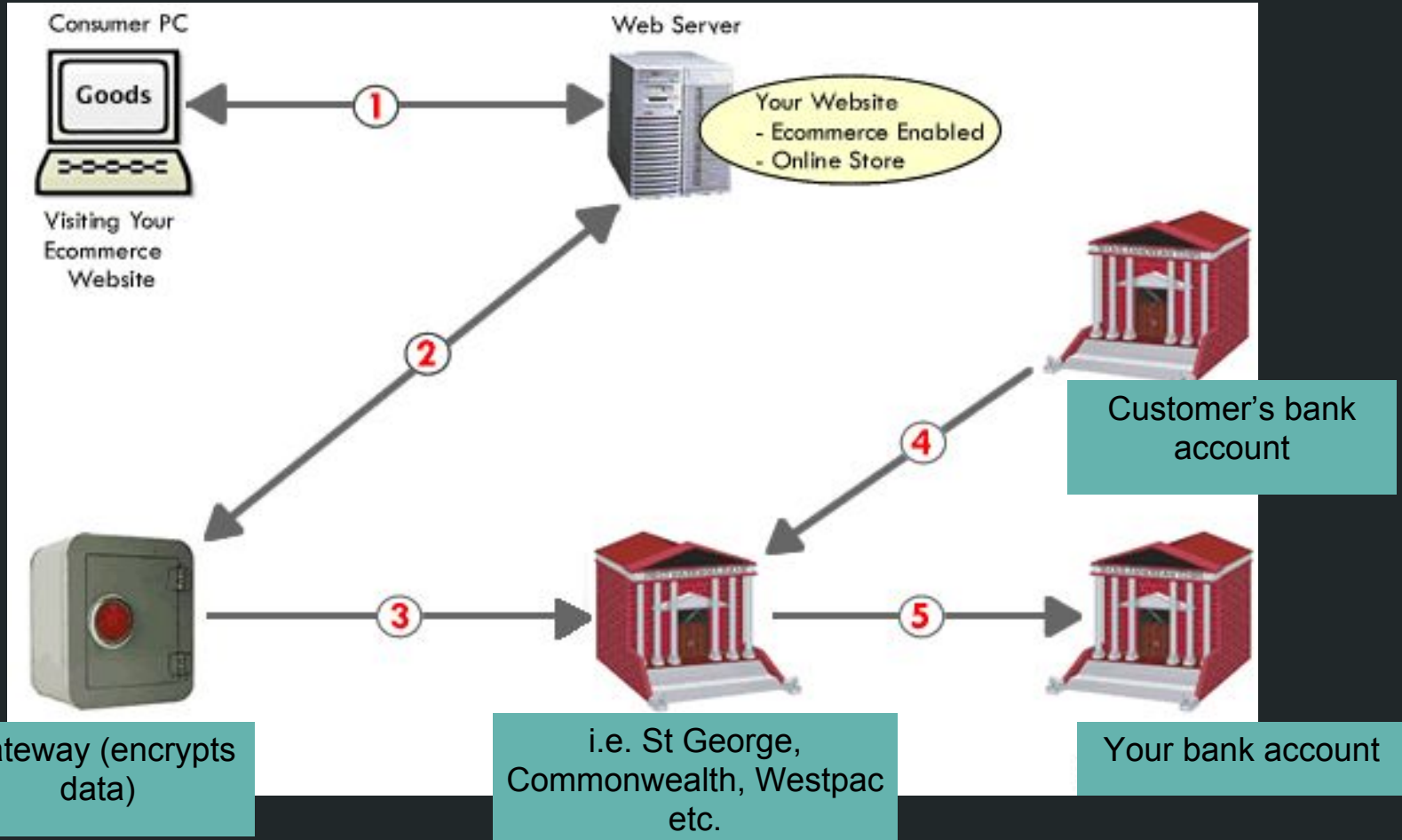
Ps. I'm a wee bit tired 😊

Weigh up the cost of fees versus how much additional income that service might generate.

Here's a real life example of the impact of Afterpay had on a business - this was posted in an online group only last week!



ONLINE MERCHANT FACILITIES

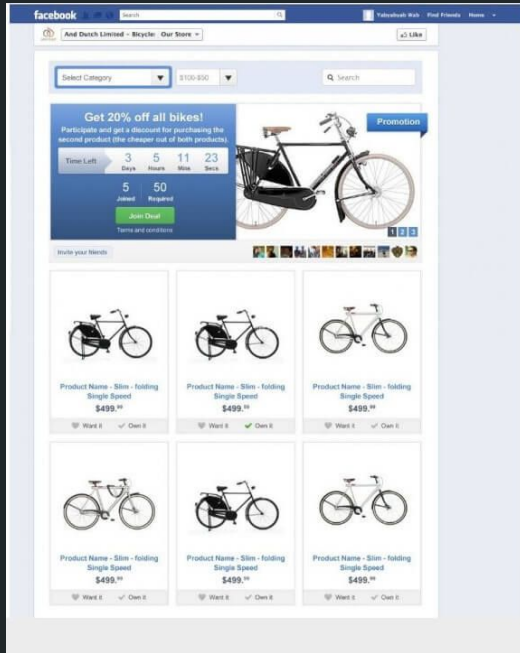


MAJOR ECOMMERCE STORES



Closed source meaning less customisable i.e. limited ability to change check out page.	Free plug-in that you can add to your WordPress site to start your e-commerce adventure	E-commerce platform that has been around for ages, big, powerful, open source platform.	Out-of-the-box Australian e-commerce platform you can customize it slightly, it still lacks the total control of Shopify.	Good option for businesses with a lot of products
Great templates & easy user-interface	Many plugins available	Difficult to customize - giant complex dinosaur. You'd want a good Magento developer on your site.		Retail and wholesale management platform that provides a complete solution for ecommerce, point of sale, inventory and fulfilment.
Awesome add-on apps	Can require some experience to use.			
Starts at \$29/mo. And if you use their credit card processor, you will only have to pay the standard 2.9 percent + 30 cent rate	Free but you'll need to arrange a host and a method of payment i.e. Paypal, Stripe or eWay.	Not available on website. Enquiry required.	Starts at \$29.95/mo. and with that plan you also have to pay a 1.5 percent transaction fee, in addition to other credit card processing fees	From \$79/month.

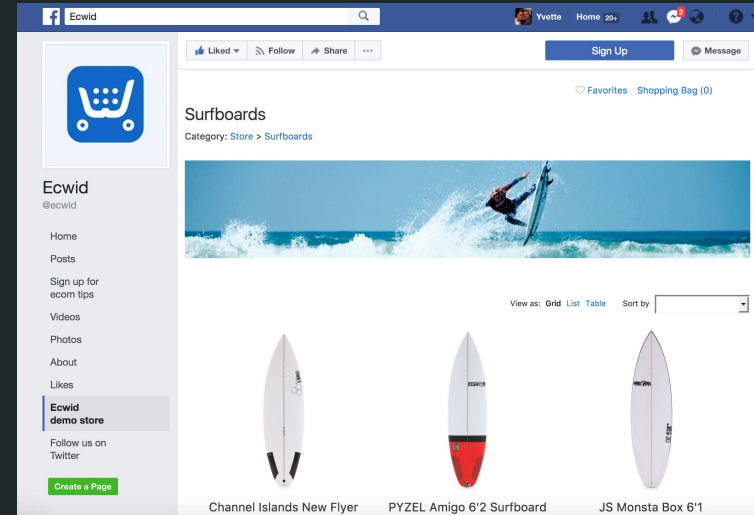
YOU CAN SELL ON FACEBOOK TOO



StoreYa is well-known for its integration with Magento, a popular e-commerce platform. Also works with a number of other popular selling sites, including eBay, Etsy, Amazon, and WordPress (through WooCommerce).



Storefront Social is a Facebook store application that works for new businesses as well as well-established brands.



As one of the largest Facebook e-commerce apps, Ecwid's popularity stems from its robust free plan, which lets business owners add up to 10 products.

See more at:

<http://crazyegg.com/blog/facebook-ecommerce-apps>

EXERCISE:

**DOES YOUR BUSINESS USE ANY
OF THESE SYSTEMS TO SELL ONLINE?**

COULD IT?

POINT OF SALE: RETAIL EXPRESS - [SUNSHINE COAST BASED]



- Australia's leading POS system and stock control software for growing *retailers*
- Retail Express offers advanced multi-store and multi-channel capabilities, with innovative business logic and smart workflows for tomorrow's retailer.
- Experience their complete retail POS system solution – from In-store and Mobile POS, seriously smart Back Office & Stock Control, and tightly integrated eCommerce.
- Easy-to-use POS systems for retail software in the cloud, so there's no software to install, I.T costs are slashed and you can access and control your entire business operation from anywhere, anytime.

MORE POS: COUNTR

The screenshot shows the COUNTR website homepage. At the top left is the COUNTR logo with the tagline 'The complete retail solution'. To the right is a navigation menu with links for PRICING, EXTENSIONS, HARDWARE, BLOG, and MORE. Further right are 'SIGN IN' and 'SIGN UP' buttons. Below the navigation is a language selector and a note 'Powered by Google Translate'. The main heading reads 'Run your business with Countr', followed by the subtext 'Point Of Sale software for Android and iOS tablets'. A prominent orange button says 'START YOUR 14 DAY TRIAL'. Below this, a blue button with a play icon says 'SEE HOW COUNTR WORKS'. At the bottom, there are images of a laptop and a tablet displaying the COUNTR software interface. The laptop screen shows an 'Overview' dashboard with a sidebar menu (GET STARTED, OVERVIEW, PRODUCTS, CATEGORIES, REPORTS) and a main area with a line graph for 'OVERALL SALES' and a table for 'This week'.

- Point Of Sale software for Android and iOS tablets
- Free 14 day trial
- Connect your existing webshop to Countr (they support WooCommerce and Lightspeed eCom)
- Handpick additional extensions to build your business
- Plug in any PSP to accept card and mobile payments
- Connect your printer, cash drawer or barcodescanner
- Manage your store(s) and track sales in real-time
- Handpick additional extensions to build your business



CASE STUDY: SCANDIC CAFE

- Local Cafe
- Using POS Software
 - Feeds directly into their Xero
- Saves hundreds of hours in bookkeeping and data entry
- Speeds up reconciliation at end of a day's operation (The last thing they feel like doing)

PRIZE TIME!
WE'RE GIVING AWAY
x2 SQUARE READERS
WORTH
\$50 A PIECE



**TALK TO THE EXPERTS
IN THE BREAK!**



MORNING TEA

15-20 mins



LEVEL 6: ONLINE ACCOUNTING & PAYROLL

MELANIE JACOBSEN



- Small Business Accountant/Financial Management specialist, financial trainer for SMES
- Owner of Sunshine Coast accounting firm MJJ Accounting and Business Solutions since 2012. Prior to that owner of PJT Accounting.
- Graduate Diploma of Chartered Accounting (Institute of Chartered Accountants Australia)
- Bachelor of Business (Accounting)
- Commissioner of Declarations
- Vice President, Chamber Alliance & Sunshine Coast Business Women's Network
- Sunshine Coast Business Women's Network Young Business Woman of the Year 2008
- Caloundra Business Person of the Year 2009

WHAT IS ONLINE ACCOUNTING?

Online accounting has one goal: to help business owners track expenses and sales and facilitate the running of the business.

The better a business can track its incomings and outgoings, the more likely it will be to control those two variables to maximise the profit.

WHY SHOULD YOU CONSIDER AN ONLINE ACCOUNTS SYSTEM?

Accessible 24/7, from anywhere!

Schedule follow up emails when clients don't pay and recoup money faster and save on admin + getting overdue bills!

Reduce administrative overhead

Keep a closer eye on your balance and cash flow

Set up recurring billing and save on admin!

Less room for human error, easier to engage consultants/accountants to review activity

Easier to evaluate business performance by running a variety of reports

Easier to keep compliant for BAS & tax requirements

AUDIENCE PARTICIPATION

**DO YOU CURRENTLY USE
ONLINE ACCOUNTING IN YOUR BUSINESS?**

IF SO, WHICH SYSTEM DO YOU USE?

Downsides of Moving to Online Accounting

- Security concerns
- What to do if your internet connection goes down?
- Resistance from staff to change to a new system
- Staff may not use technology correctly to start with
- May require considering changing banks to enjoy the use of bank feeds
- You have to pay a subscription fee each and every month

Upsides of Moving to Online Accounting

- Takes advantage of a highly secure, single-purpose platform: more secure than most SMEs provide on their own servers.
- No risk of data loss or interruption due to fire, flood, theft or other physical damage, or hardware failure.
- Difficult to know how you are going as a business
- Some accountants won't touch you if you haven't digitised
- Human error in your accounting
- No security risks associated with unpatched software, old versions, or compromise of the business network

MASSIVE BENEFIT OF ONLINE ACCOUNTING:

AUTO FOLLOW UP OF INVOICES/ ABILITY TO PAY ONLINE

- Schedule recurring invoices to go out like clockwork - no manual labour needed!
- Schedule a follow up at periodic points dependent on your payment terms i.e. 7 days, 14 days, 21 days, 28 days
- Can dramatically improve a business's cash flow - you'd be mad not to use this!

Late Payment Reminders

Late payment reminders are automatically e-mailed daily at 04:00 CST to clients who have not paid their invoices after the specified number of days. This is a real time saver! **NOTE:** the return address on your emails is jason@surprisehighway.com.

Reminder #1 Reminder #2 Reminder #3

Enable ☒ Send this reminder days after the invoice date for unpaid invoices.

Subject *

Email Body *
Here's a friendly, automated reminder from my invoice system that we're coming up on 30 days for your invoice.
You can view your invoice here:
::invoice link::
Thanks for taking care of this.

or [cancel](#)

ONLINE ACCOUNTS SYSTEMS: XERO

In May 2017, Xero has around 500K Australian subscribers, about twice MYOB's cloud numbers. MYOB's most recent revenue growth is 13%; Xero's is above 40%.

Because it is now so easy to find Xero-welcoming staff, accountants and book-keepers, and because of Xero's other advantages (best product, the biggest ecosystem of third-party integrations), Xero is hugely popular in Australia/New Zealand.

In other markets, it faces much more competition.

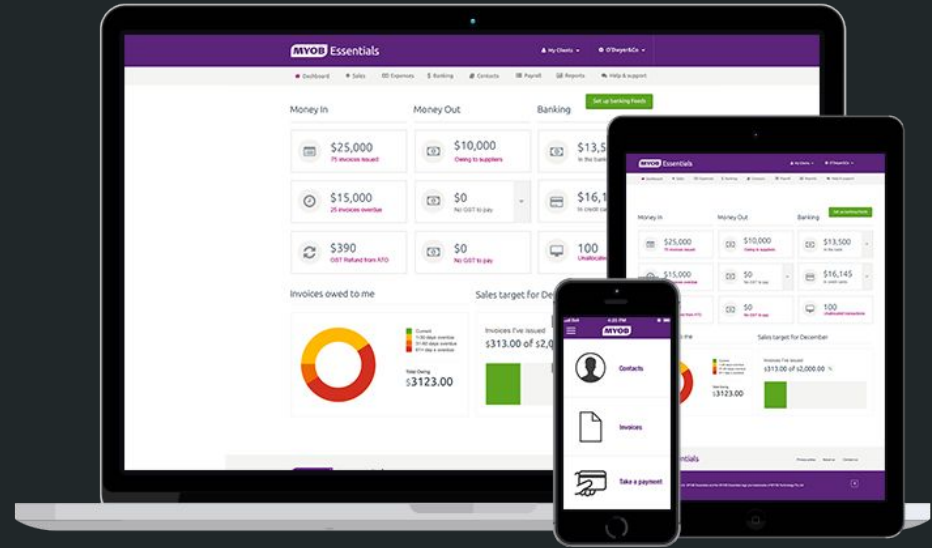
<http://www.xero.com>



**Ask your accountant about
Cashbooks an accountant only
product that will
suit some businesses.**

ONLINE ACCOUNTS SYSTEMS: MYOB ONLINE

Got into online accounting late -
2012
(compared to Xero in 2006).



<http://www.xero.com>

ONLINE ACCOUNTS SYSTEMS: SAASU

Small business accounting software
from \$15 p/mth.

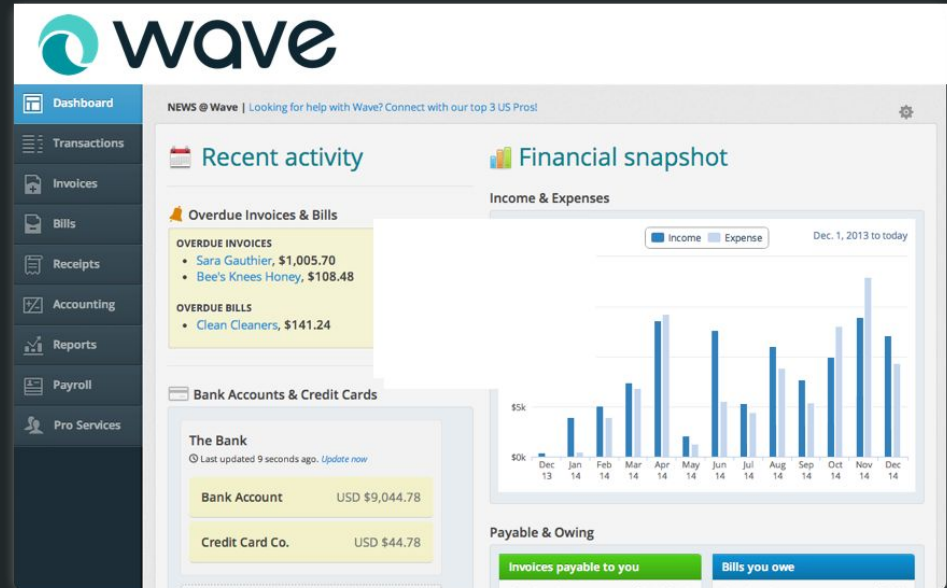
Invoices, online payments,
expenses, cash flow,
inventory and payroll.



<http://www.saasu.com>

ONLINE ACCOUNTS SYSTEMS: WAVEAPP

- Good for the self-employed — such as entrepreneurs, freelancers and consultants — and very small businesses made of up fewer than 10 employees
- Easy to get started & use



<http://www.waveapp.com>

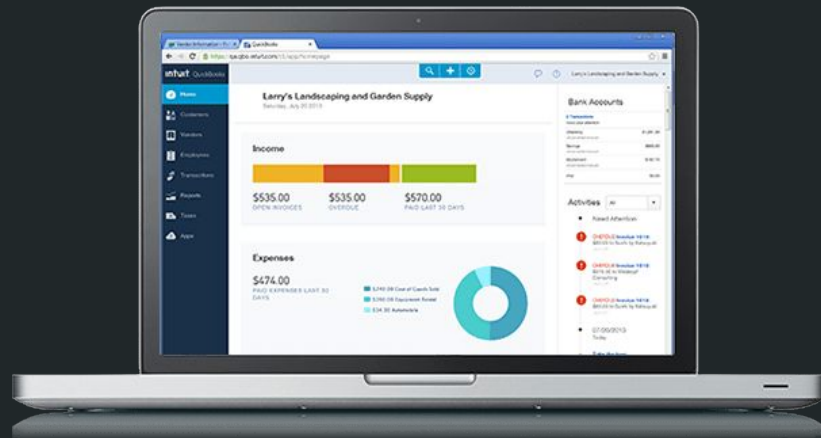
ONLINE ACCOUNTS SYSTEMS: INTUIT QUICKBOOKS

Intuit's QuickBooks Online may be a better choice for small businesses that eventually plan to expand.

Well-known name and software, both for accounting and taxes.
Accountants everywhere are familiar with and know how to use QuickBooks.

Starts at \$9.99 per month.

www.intuit.com.au



ONLINE ACCOUNTS SYSTEMS: ZOHOO BOOKS

Zoho Books is a great alternative to Wave for really small businesses with fewer than 10 employees & esp good if you want to use other Zoho eco-system tools. Zoho costs \$24 per month. Features include:

- Better expense tracking
- Powerful inventory management
- Automated billable hours using a built-in time-tracking tool
- Advanced reporting
- API and third-party integrations (such as Google Apps, Box, Dropbox, OneDrive, Google Drive and more)



<http://www.zohobooks.com>

ONLINE ACCOUNTS SYSTEMS: FRESHBOOKS

- Good accounting solution for small business with a great app.
- Out of Canada however and does not support BAS/ATO requirements - your bookkeeper or accountant would still need to do this.
- Many features including an easy to use interface, ability to send invoices and estimates to clients via post if required, a plethora of reports and feed to see client logins.



<http://www.freshbooks.com>



CASE STUDY:

Maleny Cheese

"I looked at Quicken, Reckon, MYOB online and Xero together with my bookkeeper to see what overall was going to be the best option for us. Mainly due to the cost of running four entities and the functions we required in each from an accounting perspective, we stuck with MYOB and in July 2016 moved from the desktop version MYOB to MYOB Live (online).

Moving our accounts online changed everything! Our bookkeeper now taps in from her home to produce our BAS monthly and can do so on a more timely basis, our accountant can work on our files without us needing to send the files to her and then enter her changes when it's done.

It's just so much easier - I am in love with how our accounts work now!

EXERCISE:

IF YOU ARE NOT ALREADY USING ONLINE ACCOUNTING, RESEARCH THE SYSTEMS MORE THOROUGHLY AND CONSIDER SWAPPING. ENTER CONSIDERATIONS IN YOUR WORKBOOK.

[THIS MAY INVOLVE A DISCUSSION WITH YOUR ACCOUNTANT OR BOOKKEEPER.]

WE'RE HERE TO HELP TODAY [AND SO ARE MENTORS]

WHAT IS AN ONLINE PAYROLL SYSTEM?

Online payroll services operate in the cloud. They don't require any software to be installed or maintained, and businesses can manage and run payroll from anywhere.

They can be used to pay full-time and part-time employees as well as contract and freelance workers.

AUDIENCE PARTICIPATION:

How are you currently managing payroll?

- *In-house?*
 - *Using a payroll service?*
- *Not currently processing payroll?*
 - *Other (please explain)*

ONLINE PAYROLL TYPICALLY INCLUDES A RANGE OF SERVICES:

Payroll processing

File and pay payroll taxes

Reduce administrative
overhead

New hire reporting

File and pay payroll taxes

Can integrate with accounting
software, time and attendance
systems and human
resources software.

Less room for human error,
easier to engage
consultants/accountants to
review activity in relation to
payroll/wages

Tracking how many
vacation and sick
hours employees have
earned and how much
they've used.

Employee self-service -
apply for leave, check
leave owing etc.

COSTS OF ONLINE PAYROLL

There is typically a flat base fee that is charged per month or per pay period. With per-pay-period providers, you are charged each time you run payroll, while per-month providers allow for unlimited payrolls each month.

- Some providers offer multiple pricing plans for different levels of service. For example, a basic plan might only include the running of payroll, while more advanced and expensive plans might also include paying taxes and printing forms for employees.
- Base fees range between \$20 and \$100 depending on the plan and provider.
- Most services also charge between \$1 and \$10 for each paid employee or contract worker per month or pay period.
- Some services also have added costs to use direct deposit, to complete year-end tax services and to set up the system.

Total Wages Last Month	Upcoming Tax Obligations	Next Pay Run Date
10,153.90	2030.6	Sep 30

Superannuation Payment Details		+ Add Super Payment
Employee	Super fund	Start Date
Natasha Miller ▼	(all) ▼	(all) ▼

SOME ACCOUNTS SYSTEMS COMBINE PAYROLL - LIKE XERO.COM



Flexible pay calendars

Choose how often employees are paid: weekly, monthly, fortnightly or twice a month.



Multiple pay rates

Pay employees who wear multiple hats different rates based on the work they perform each pay period.



Built-in timesheets

Employee hours seamlessly appear in pay runs for automated calculation and payment.



Manages employee leave

Track and manage employee entitlements for leave and enable employees to request online or from their phone.



Detailed payroll reports

Generate detailed reports for payroll history, bank transactions, payments, leave and more.



Reimbursement of expenses

Reimburse your employees for expenses at the same time as you run payroll.



Connects to other business apps

Reduce rework by connecting payroll to scheduling, HR, time management and other apps.



SuperStream compliant









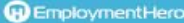



Payroll in Xero is SuperStream compliant – we've got gold certification from the ATO.



Collaborate on payroll

Invite your accountant, bookkeeper or other team members to view payroll information. You control their level of access.

CHECK THE 'ADD ONS' SECTION OF YOUR ACCOUNTING SYSTEM FOR MORE ONLINE PAYROLL SYSTEM & OTHER OPTIONS...

 → BUSINESS TYPES Hospitality, Retail, Franchises 71 REVIEWS ★★★★★ Scheduling, timeclock and communication. Do payroll and time bill into xero with 1 click! Free iOS and Android apps	 → BUSINESS TYPES 5 REVIEWS ★★★★★ An easy to use and cost-effective online payroll / wages system. Saves you time, money and hassle by automating your payroll tasks.	 Gusto (formerly ZenPayroll). Payroll, benefits and compliance in one integrated product. More about Gusto Payroll Software - Classic	 → BUSINESS TYPES Franchises, Hospitality 19 REVIEWS ★★★★★ Pay staff correctly for the time they work. Scheduling, time clock attendance, award interpretation & pay calculation with Xero payroll. Get the most from your workforce!	 → BUSINESS TYPES 1 REVIEWS ★★★★★ Sophisticated Payroll? Accountability required? ESS, Rostering, Time and Attendance and HR all included in the one solution.	 → BUSINESS TYPES Hospitality 0 REVIEWS ★★★★★ Improve your rostering like Xero has improved your accounting. Ento is easy-to-use rostering + attendance + pay rules + apps for managers in the cloud.
 → BUSINESS TYPES Franchises, Hospitality 5 REVIEWS ★★★★★ Costed rostering with penalty rates, online TFN & Super declarations, biometric time & attendance. Variance reporting for performance management. Xero Payroll	 → BUSINESS TYPES Professional Services 6 REVIEWS ★★★★★ Streamline workplace management - manage and record everyday Human Resource, Contractor and Work Health Safety compliance obligations.	 → BUSINESS TYPES Professional Services 3 REVIEWS ★★★★★ Cloud based HR platform with extensive employee benefits giving businesses the tools to manage payroll, HR, all while remaining compliant. All this in one affordable platform, free for busi...	 → BUSINESS TYPES 0 REVIEWS ★★★★★ A complete solution that integrates with Xero and provides an easy to use interface, help centre and employee portal for leave and timesheet input.	 → BUSINESS TYPES 1 REVIEWS ★★★★★ ZingHR combines new age technology with effortless on-the-Cloud solutions in almost every area in the lifecycle of Human Capital Management. Covering the entire spectrum from Recruit...	 → BUSINESS TYPES Retail, Hospitality 1 REVIEWS ★★★★★ RosterElf is a magically simply cloud based rostering system that takes the stress out of scheduling your employees that also integrated with Xero to process timesheets.

LIVE DEMO

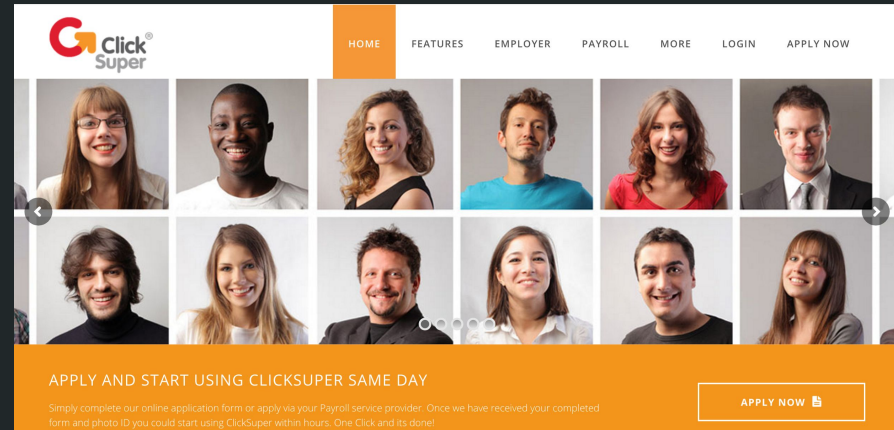
EXERCISE

Research the “Add Ons” section of your preferred online accounting system.

Note in your workbook add ons which could suit your business which you will commit to exploring further

PAY YOUR SUPER ONLINE TOO - CLICK SUPER

ClickSuper is a Certified SuperStream Gateway Operator and a Gold Certified SuperStream Clearing House Provider.



<https://www.clicksuper.com.au/>

EXERCISE

**COULD YOU DO YOUR SUPER ONLINE
FOR YOUR STAFF OR YOURSELF?**

INVESTIGATE YOUR OPTIONS



**HAVE YOU WATCHED
WEBINAR 6?**

**PRESENTER:
MELANIE JACOBSON**

**AVAILABLE NOW IN THE
ONLINE PORTAL OR VIA THE
SCC YOUTUBE CHANNEL:**

<https://goo.gl/gnGZdq>



QUESTIONS?



SURVEY

**WE'D LOVE TO KNOW WHAT YOU THOUGHT OF
TODAY'S WEBINAR.**

**PLEASE TAKE A MOMENT TO COMPLETE OUR ONLINE
SURVEY NOW:**

<https://www.surveymonkey.com/r/lu-workshop2>



THE LEVEL UP PROGRAM



TOPICS



LEVEL 1

Get online with faster internet, and learn how to be safe and smart online by using online storage facilities and ensuring regular backups.



LEVEL 2

Learn how to work more efficiently online through the use of technologies such as G Suite, Office 365, Google Calendar, Google Docs, Google Drive, Dropbox & more.



LEVEL 3

Learn about communication & collaboration systems online including real time messaging tools such as Whats App, Facebook Messenger, Skype & more.



LEVEL 4

Learn about tools for video conferencing & capturing & editing video including webinar software, Google Hangouts, Crowdcast, GoToWebinar, WebEx & Webinarjam.



LEVEL 5

Get started with banking online and gain efficiencies in the way you do your business banking including POS & ecommerce solutions – Paypal, Eway, Stripe and more.



LEVEL 6

Learn about doing your accounting & payroll online (including syncing your accounts to your website and eftpos transactions to save on data entry!)



LEVEL 7

Document and share your company procedures and systems online through the use of company wikis, Dropbox, G Drive, Google sites & more.



LEVEL 8

Learn how to streamline and automate some of your business operations online through the use of APIs, add-ons, automations and more.



LEVEL 9

Learn how to improve customer experience with your company through the use of online systems such as PBX phone systems, CRMs and more.



LEVEL 10

Do you measure if your customers are satisfied with your service? You should be! Learn how to use online systems to run surveys, polls and more.



LEVEL 11

While they won't be relevant to all businesses, there are many more systems out there including learning management systems, project management systems and more.



LEVEL 12

Learn what Open Data is and how you can use it in your business, data analytics & reporting including identifying your businesses KPIs.

ENGAGEMENT OPTIONS FOR PARTICIPANTS

OPTION 1	OPTION 2	OPTION 3	OPTION 4	OPTION 5
<p>Attend a free information session in person -</p> <p>See if any are coming up on: levelup.sunshinecoast.qld.gov.au</p>	<p>Watch a recording of an information session via webinar</p> <p>See levelup.sunshinecoast.qld.gov.au/events</p>	<p>Attend x1 or more in-person workshops. Each workshop to be 3.5 hours in duration and to cover 3 - 4 topics (1-1.5 hours per topic) as per webinar content but adapted to suit a live workshop environment.</p>	<p>Attend x1 or more content webinars. Even if register and don't attend, can access recording post session + download of slides and any supporting resources.</p>	<p>Register for full program - access to all workshops, webinars, recordings & mentors.</p>
FREE	FREE	\$75 per workshop	Free to attend, or \$25 to access recordings.	\$295 (for up to 3 participants from company)

PROGRAM: COMPONENTS

- 12 module program – online & in person
- 12 webinars – all recorded – watch when it suits you
- 12 Lessons/workbooks – self-paced learning - download & read at your leisure
- Regular emails to prompt you to continue learning
- Private Facebook group
- Mentors



SUPPORT: MENTORS

Book in a session with an experienced mentor and gain assistance in choosing technologies or in their implementation in your business.



PROGRAM COMPONENTS:

WEBINARS



x12 one hour webinars

Starting from 2 May 2017

Held weekly at 730pm

All recorded so time poor business owners can watch at a suitable time if unable to join live session.

WHO WILL I LEARN FROM?

MENTORS/DIGITAL CHAMPIONS



MIC BLACK
MENTOR



BEN AMOS
MENTOR



LUKE HUMBLE
MENTOR



SEAN BANNISTER
MENTOR

HOW DOES IT WORK?

CONNECTING TO A MENTOR

1. Mentor request received via program website



2. Sent directly to mentor



3. Mentor accepts (or declines) mentor request



4. Mentee given mentors contact details to lock in first mentor session



5. First mentor session held



6. Subsequent mentor sessions confirmed between mentor and mentee



7. Mentor provides informal progress report to team on request

SUPPORT: FACEBOOK GROUP

Ask questions, connect, collaborate



UPCOMING

LEARNING OPPORTUNITIES: WEBINARS

- Webinar 1 – Getting online with faster internet - 2/5/17
- Webinar 2 - Working more efficiently online - 9/5/17
- Webinar 3 - Online Communication & Collaboration systems - 16/5/17
- Webinar 4 - Video conferencing - 23/5/17
- Webinar 5 - Online banking & accounting - 30/5/17
- Webinar 6 - Online selling & marketing - 6/6/17
- Webinar 7 - Online procedures & systems - 13/6/17
- Webinar 8 - Automations - 4/7/17
- Webinar 9 - Online customer experience - 18/7/17
- Webinar 10 - Customer satisfaction systems - 25/7/17
- Webinar 11 - Online learning, training & project management - 1/8/17
- Webinar 12 - Data & Analytics - 8/8/17

ALL SESSIONS FREE BUT BOOKINGS ESSENTIAL
REGISTER AT: <https://levelup.sunshinecoast.qld.gov.au/events/>

TOPICS FOR WEBINARS

1. **Getting online with faster internet, and being safe and smart online with storage and backups**
2. **Working more efficiently online**
3. **Communication & Collaboration systems** – Gaining efficiencies on email - Systems and solutions to manage your burgeoning inbox
4. **Video conferencing & video capture solutions** – Webinar software, Google Chat, Crowdcast, GoToWebinar, WebEx, WebinarJam
5. **Banking online** - including POS & ecommerce solutions - Paypal, Eway, Stripe and more.
6. **Cloud based accounting & payroll** (including syncing your accounts to your website and eftpos transactions to save on data entry!)
7. **Online procedures & systems** – the importance of documenting your operations + systems – company wikis, Google sites & more
8. **Streamlining and automating business operations online** - An introduction to add-ons, online ecosystems, data automations, apis and more – how to find more cool software to plug into your business, how to evaluate, implement and monitor performance
9. **Customer experience systems** – Phone systems, CRMs and more
10. **Customer satisfaction systems** – Surveys, polls and more
11. **Learning online, providing training online, Project Management & Collaboration Software**
12. **Open Data, Data analytics & reporting** – Identifying your businesses KPIs and choosing what can you track, what should you track, dashboard software

Webinars are free!

UPCOMING LEARNING OPPORTUNITIES

WORKSHOP 3 – ONLINE PROCEDURES SYSTEMS, AND AUTOMATIONS

13 July 2017 – 1pm – 430pm

**WORKSHOP 4 – CUSTOMER EXPERIENCE & CUSTOMER SATISFACTION SYSTEMS, OPEN
DATA, DATA ANALYTICS & REPORTING
DATE TBC**

COST \$75 (SUBSIDISED) OR INCLUDED AS PART OF PROGRAM. REGISTER AT:

<https://levelup.sunshinecoast.qld.gov.au/events/>

REGISTER:
levelup.sunshinecoast.qld.gov.au



PLEASE SUPPORT OUR PROGRAM PARTNERS

