



## **New web site to assist growth at Walker Wayland Australasia**

Walker Wayland Australasia (WWA) has unveiled a new web site to reflect the network's focus on growth throughout the region.

Walker Wayland Australasia chairman Grant Allsopp says the network now includes 11 mid-tier accounting firms across Australia and New Zealand. Three firms have joined since the restructure and the network has also received two further expressions of interest.

"Our new structure puts us in a position to be a significant force in the Australasian accounting industry," says Grant Allsopp. "Our network structure gives us a greater ability than an association to share information and resources."

Being a part of the Walker Wayland Australasia network will lift a firm's profile through increased marketing and access to a broad base of shared resources.

The new site's Web address is <http://www.wwaustralasia.com>.

A major part of the site is devoted to new membership opportunities.

Walker Wayland Australasia now offers a range of membership options to reflect the differing needs of accounting firms across the region. These include Full Branding Members who operate under the Walker Wayland name, Full Network Members, Regional Members and Boutique Members for smaller firms.

All Members enjoy the benefits of:

- A national and trans-Tasman presence which will lift the profile of the firm
- Indirect international access to BKR International association
- Being listed on the Walker Wayland Australasia website, thus increasing marketing and internet presence
- Access to the Walker Wayland Australasia intranet
- Access to technical assistance and resources including newsletters and other marketing materials
- Increased economies of scale through group buying discounts

Member firms participate in regular employee surveys charting a range of subjects including working hours and conditions and job satisfaction. Survey results and "employer of choice" rankings are made available to Full Members.

All Member firms are also encouraged to participate in Walker Wayland Australasia annual team conferences during which staff develop their technical skills within a team environment.

Members are encouraged to invite staff at all levels to participate to gain exposure to the entire Walker Wayland culture.

Member firms of Walker Wayland Australasia are uniquely equipped to deliver a range of services that are relevant to Australian, New Zealand and trans-Tasman business.

A powerful example is the Walker Wayland climate change initiative that offers solutions to clients' carbon management issues including greenhouse gas emissions assessments, risk analysis, education, carbon commercialisation planning and energy audits.

WWA recently welcomed three firms into the network – Yates Baker McLean in Orange in regional NSW, dVT Consulting in Sydney's CBD and MCS Accounting in Canberra. The network has also received expressions of interest from two more firms, one on the NSW south coast and the other in regional Queensland.

The group's network business structure offers clients the benefits of two worlds.

Grant Allsopp explains: "We provide the high-level services of a Partner that you would expect from a mid-tier accounting firm with the reach and expertise of one of the Big Four accounting firms.

"Our international network connections mean we offer a high level of technical knowledge, depth of experience and professional understanding in dealing with global as well as local conditions."

Many of the firms in the network are also members of BKR International, a global association of independent accounting and business advisory firms representing the expertise of more than 135 member firms with over 300 offices in over 70 countries around the world.

This international network gives members access to the services and resources of an international firm while delivering the personal attention and service that our clients deserve.

#### FOR MORE INFORMATION

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