



COMPLETE
BUSINESS
SOLUTIONS

QUINLAN CONSULTING TEAM



We provide complete business solutions with expertise in Accounting, Tax, Human Resources and Marketing.

Our Story



Quinlan Consulting Team's (QCT) foundation is in management accounting. With an **MBA from Monash University** and **over 20 years' experience as a CPA**, Tom Quinlan started the business providing bookkeeping services to clients across Melbourne. The scope of the service offering progressed past just bookkeeping into larger accounting software, enterprise wide accounting software implementations and management accounting services.

Then in **2005**, the **Quinlan Training division** was established. The focus was on teaching MYOB and accounting theory to individuals looking to expand their knowledge beyond their tertiary education and transition into accounting careers with practical experience. As one of the first of its kind, the training division grew exponentially and in **2007**, the official **Quinlan Consulting Mentor Programme** was born. Supported by a team of expert trainers, Tom has mentored over 1,800 professionals who have gone on to secure paid accounting, bookkeeping or finance roles due to the exposure and skills gained in the Mentor Programme.

With the introduction of the Government's regulation of the bookkeeping industry in 2009, **QCT secured its BAS Agent registration**. As rogue operators were forced out of the industry, QCT continued to grow in size and in 2011, expanded its Accounting and Bookkeeping as well as its Training divisions into Sydney, followed by Brisbane and then Perth in 2013.

As a partner to businesses across a wide variety of industries, QCT's understanding of operations, sales figures and revenue enabled the offering of proactive and strategic guidance. With a strong ability to identify challenges and opportunities for businesses using a co-design approach, QCT continued to develop and implement transparent solutions targeted at increasing sales, building brands and optimising growth. To support the growing needs of QCT's clients, in **2017** the **Quinlan Tax** division was launched, followed by **Quinlan Marketing** in 2018.

Recognising the importance of good people practices to enable business success, in **2019**, Tom partnered with two highly experienced Human Resources professionals to launch **EQ People**. Tom and EQ People's HR Principals partner with business leaders to develop and implement strategic and operational HR solutions that specifically meet individual business requirements

As a trusted partner, QCT values developing strong working relationships and being part of your business journey. Combining your industry and operational knowledge with our proven expertise and business acumen will enable you to negotiate and close deals, strengthen your influence, improve people performance, develop and monitor sound strategic business plans and build sustainable profits.

About Tom Quinlan



Tom Quinlan

CEO

0416 255 355

tom@quinlanconsultingteam.com



Qualifications

- Master of Business Administration (MBA) - Monash University
- Certified Practicing Accountant (CPA)
- Bachelor of Business - Accounting - Monash University
- Bachelor of Computing - Monash University
- Associate Diploma in Accounting - NMIT
- Certified in Marketing - NMIT

Experience

Tom commenced his career in a Financial Controller position for Morwin, a building, renovation and maintenance business, with his responsibilities covering strategic management, accounting, human resources and marketing. During his four years with Morwin, he played an integral role in seeing sales increase by 400%, propelling the business to market leader position in its sector.

Tom then joined National Foods (ASX listed food and beverage organisation). Several promotions led to Tom performing project roles in implementing Business Intelligence solutions Cognos and Crystal, and Finance roles including Manager, Business Portfolio. During his time with National Foods he also led the financial stream for their Australia-wide SAP implementation, which following its completion, was awarded 'Best Implementation' by SAP Australia.

It was during his time with National Foods that Tom started the Quinlan Consulting Team (QCT) business on a part time basis. As QCT grew, Tom decided to leave his corporate role to focus solely on expanding the business. Tom has since grown the QCT business to offer full business advisory solutions across a wide range of clients and industries.

Tom has also served on Boards for both private and not-for-profit organisations. Notably, he served as Chair of the Monash MBA Alumni Committee for 10 years and as Chair of the Special Olympics Melbourne Inner East Committee for 5 years.



QUINLAN ADVISORY

Business Advisory Services by an experienced CPA and team of experts.

Our experts ensure you optimise the value of your business by identifying what has happened, what is happening and what could happen, then help develop a custom plan that is right for you and your business. We can assist you with a micro problem or discuss strategies aimed at growing your business.

Our Approach is Simple.

REVIEW

We want to look under the hood. Our experts analyse your P&L, balance sheet, KPIs, budget, business plan and, organisational chart and values.

EVALUATE

Do you have a budget or KPIs? We will evaluate your accounts to establish the full picture of your business's current situation.

PLAN

We show you trends for sales segments, profit, employee turnover, and other key metrics impacting your business. We can conduct an in-depth competitor analysis.

OPTIMISE

We review all marketing & communication systems and processes to ensure databases and websites are being sufficiently leveraged.

REPORT

Agree and document goals, then track and record results. We conduct a detailed review of areas that require critical focus.

TRACK

We set up reporting schedules to ensure timely and transparent feedback to help you make informed, critical business decisions.



The benefits delivered to your business though our expert Advisory Services include:

- Empower yourself with emerging techniques to monitor business growth and performance.
- Remove the burden of underperforming staff and enable your team to succeed with our skilled People and Culture experts.
- Our Critical, Design Thinking and Agile approach insights fast-tracking growth and profit maximising strategies.
- Access the power of our Network to fast track new business opportunities.
- Deliver your team a roadmap by sharing customised departmental budgets and goals.
- Peace of mind by having your tax returns and financial reports completed by experts and in a way that maximises outcomes for you and your business.
- Access to Experts in Graphic design, Project Management, General Management, Data Management and Finance with CFOs, CAs, CPAs, and MBAs.

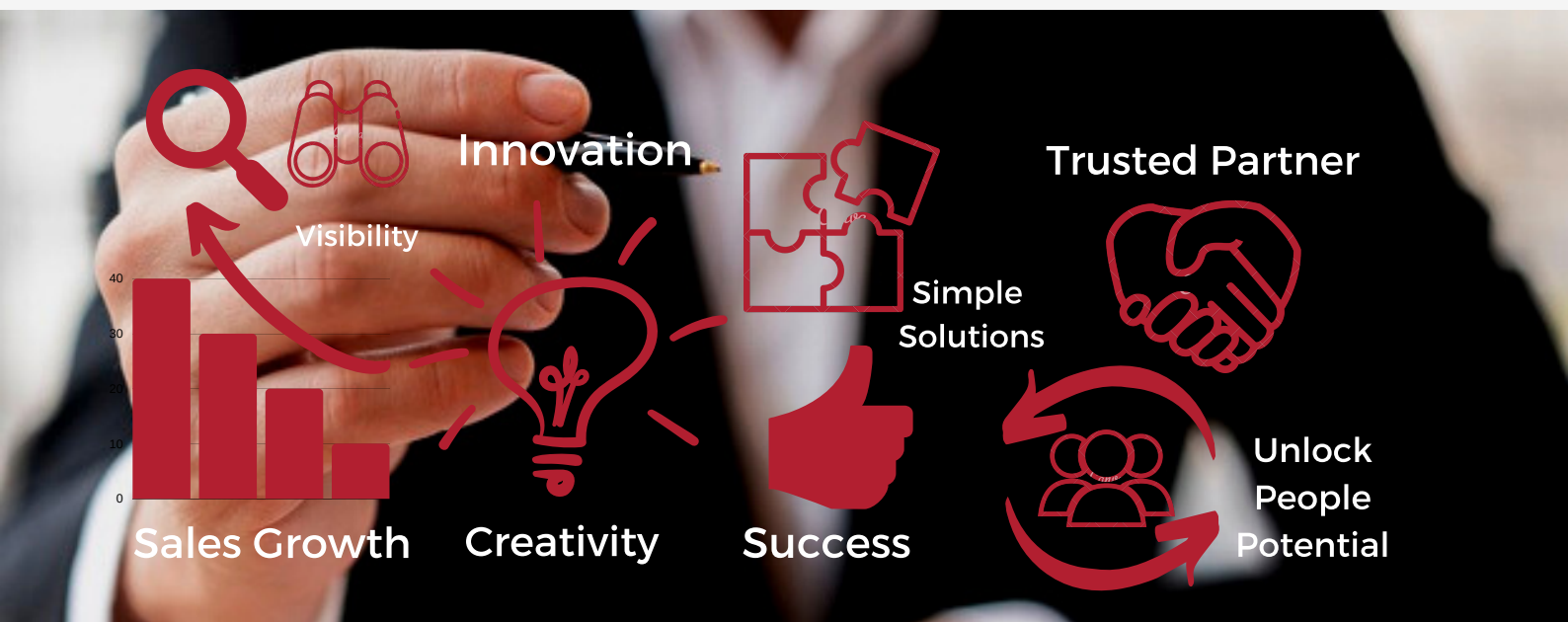


Sara Young

General Manager



- Sara has an MBA from Monash University and over 10 years of experience in start-ups and large organisations across Southeast Asia, Australia and the United States.
- She manages operations, sales, staff retention and development, marketing strategy and internal and external stakeholder engagement.
- Sara partners with businesses to provide strategic direction as well as operational and administrative guidance aimed at improving employee or client engagement, developing or increasing process efficiency and customised strategies which impact the bottom line.



QUINLAN ACCOUNTING & BOOKKEEPING

With our foundation in Accounting, we leverage our core strength to perform the parts of your back office you would rather not. We will free you up to run your business.

As a business owner and CPA with over 20 years of experience, Tom and our team ensure you have peace of mind as we manage your compliance tasks such as BAS, Superannuation, STP, Workcover, and Payroll tax. Your business will benefit from efficiencies and cost savings as we process your payroll. AR, AP, debtor collection and bank reconciliations. Forget confusing statements and accounting jargon. Tom's highly experienced team interpret your P&L and Balance sheet figures and explain these to you in plain English terms. You can refocus on the future of your business and be empowered to optimise profitability by acquiring true visibility of your performance when we implement budgets that track KPI's.

Expert Bookkeepers that save you time and money.

Our Accounting Services

1 Software Setup

- Software selection
- Design your P&L and Balance Sheet accounts
- Chart of accounts
- Software implementation
- Connect Bank Feeds
- Training

2 Accounts Integrity

- Free Health Check of existing file
- Monthly reconciliation reports provided
- Actual / Budget variance
- Accruals
- P&L and Balance Sheet reviews

3 Management Reporting

- Graphs
- Cash flow
- BAS lodgements

"We are very happy with the staff from Quinlan Consulting. They are friendly and enjoyable to work with and at the same time are diligent and take great care in looking after our accounts. They are strong in MYOB and management reporting. The ability to use Tom as our BAS Agent and have him double check figures each quarter is also reassuring. We recommend Quinlan Consulting to other companies."

Five Star Locksmith
Locksmith, Melbourne





Why Quinlan Accounting

Expert Professionals

All of our professionals have industry experience, relevant qualifications and strong communication skills. They are highly qualified with technical skills and experience in multiple software programs such as MYOB, QuickBooks, Xero, Saasu, SAP, and more.

Capability Assurances

We run our Bookkeepers through rigorous internal training and 90-minute exam before we start to assess their suitability, adding extra capability assurances. This allows us to identify and select quality candidates to fit the specific needs of your business.

Competitive rates

Our rates are competitive and include Workcover, Payroll tax, super, annual leave, sick leave, public holidays, and insurance. Call us to discuss your job requirements and we will match the right candidate for you and provide a free quote. We can also discuss a fixed rate, depending on the scope of work, budget and deadlines.

Flexibility

We can come to you or work offsite and the same bookkeeper is allocated to you for the duration of your work needs. We understand many business owners work during the day and offer professionals across traditional business times and after hours without lock in contracts so you can increase or decrease hours as your business requirements change. Alternatively, we offer a placement service if you prefer to employ directly.

Peace of Mind

We take the integrity of your accounts very seriously as a national firm of experienced CPA's and accounting degree holders backed by a BAS Agent Licence, Professional Indemnity Insurance and Public Liability Insurance. Tom Quinlan, a BAS Agent and a CPA with an MBA, has more than 20 years' of experience running his own business. He oversees all work done by his firm and provides input and guidance wherever and whenever needed.

Speak with us for your unique accounting solution. We will match you with qualified, experienced and reliable professionals based on your needs.

Offsite Accounting Services



Our clients can opt to utilise our offshoring services to gain access to more experienced talent at more competitive rates than local talent, to grow or expand their business without paying more rent, and to exercise control whilst reducing headaches by having dedicated staff without the hassles and costs associated with day to day employee management.

How does it work?

- We run all bookkeepers, local and overseas, through the same rigorous training and exam, adding assurance.
- Staff are experienced across Australian businesses of different sizes and industries.
- Staff are reliable, competent with strong communication skills, and ensure full coverage of your business needs and priorities.
- As your business partner, a local Quinlan Senior Manager oversees all work and remains your main point of contact.

Meet Our Offsite Accounting Experts



Dora Lourdes Dy
Senior Accountant

- Certified Public Accountant (CPA)
- Bachelor of Science in Accountancy
- 10 years' industry experience
- Experience in maintaining subsidiary accounts by verifying, allocating & posting transactions, AR & AP, bank and other accounts reconciliations, payroll, BAS checks and drafting lodgements, group certificates, management reporting, fixed asset registers, reportable taxable payments using MYOB, XERO, NICHE, and SAGE



Chandan Hemnani
Senior Accountant

- Masters of Commerce
- CF. A. R. module (CPA-Foundation)
- Bachelor of Commerce
- 12 years' industry experience
- Experience in bookkeeping and accounting in FMGC with annual turnover up to \$30 million, and maintaining subsidiary accounts by verifying, allocating ad-hoc reporting



Meher Hemnani
Administration Manager

- Bachelor of Business Administration
- Was one of the leading back office executives at Unique Financial Services
- Strong administration background with experience managing tasks such as marketing, recruitment, databases, and correspondence and content writing
- Experience in MYOB, Xero data entry, opening trust accounts, sending contract notes, emailing monthly and annual reports, sending portfolio reports, collections of payment, and regularly communicating with head office

EQ People

HR Solutions

With strong experience in both strategic and operational HR consulting, we partner with organisations to implement tailored HR solutions that enable the achievement of amazing results through their people.

What We Do

HR Foundations



Help establish or enhance the key HR fundamental areas.

Learning and Development



Partner with businesses to develop strong learning cultures.

Transformational Engagement



Guide and support businesses in building a transformational workplace.

Talent and Resourcing



Guide you through the workforce planning, on/off boarding and talent/succession planning.

HR Strategy



Provide expertise in helping businesses develop effective HR strategies.

Remuneration and Benefits



Help with award interpretation, payroll, WorkCover, remuneration review and employee benefits programs.

Why Choose EQ People



A Strategic
Business Partner



Experienced
HR Professionals



Proactive Approach



Angie Jones
Principal
HR Consultant



- Angie has Bachelor of Commerce from Deakin University.
- Angie has 20 years of experience in HR capacities from top 25 ASX listed companies to SME business multiple industries.
- Angie has delivered customised HR projects in the areas of organisational design, recruitment and selection, developing employment contracts and policies that ensure compliance and deliver best practice employee benefits, engagement strategies, performance management and remuneration.



Julie Quinlan
Principal
HR Consultant



- Julie has a Bachelor of Business from Monash University.
- Julie brings 20 years of experience in HR, working in various HR roles across small to large organisations, including companies such as Just Group, EY and Vicinity Centres.
- Her experience ranges broadly from HR compliance, recruitment and managing performance through to managing change, organisational design and developing highly effective people strategies linked directly to business outcomes.

"It has been wonderful having Angie managing our full compliance to Fair Work Australia and creating our employee contracts and templates."

Christine
Director, Incursions R Us

Quinlan Tax

Tax Accounting Solutions

We are a registered tax agent with 20 years' accounting experience. If you want an advanced tax strategy, and need certified professionals at your side, Quinlan Tax is your solution.

OUR TAX SERVICES



Tax Returns

- Business Tax Returns
 - Companies
 - Partnerships
 - Sole Traders
 - Trusts
- Individual Tax Returns
 - Fast, Low-cost Returns



Accounting Business Services

- Preparing Financial Statements
- Strategic Guidance
- Setting up Trusts or Companies
- Financial figures for loan applications



Tax planning

- Asset Protection
- Tax Minimisation Strategies
- Support to access Government Grants



Damien Herbert
*Senior Financial
Accountant*



- Damien is completing an MBA and has over 15 years' accounting experience.
- He has experience performing month end reporting, month end adjustments, AP, AR, BAS, Payroll tax, Superannuation, coinvest, incolink and Workcover.
- He has prepared accounts and lodged returns for companies, trusts, superannuation funds, sole traders and partnerships.
- He conducts taxation interviews with clients, advises on income distributions, audits for real estate agents, and liaises with the ATO on technical matters.



Quinlan Marketing

Marketing Solutions

We specialise in growing businesses through strategically led marketing. Our savvy and professional marketers work with the end in mind to develop and implement customised solutions focused on delivering a measurable return on investment.

WHAT WE DO



Web Design

We have the expertise to work within your systems, designing, developing and optimising a platform to promote your brand.



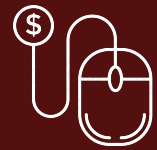
Content Marketing

With a value focused approach, we don't try and blast your name everywhere possible, we focus on making each interaction meaningful, and connecting in a way that works.



SEO

We have the technical expertise to optimise your site to generate or increase the quantity and quality of your leads.



PPC

We can setup Paid Advertising for your campaigns, design the creatives for Display Ads and report back to you to make sure you are completely across what is happening.



**Christian
Underwood**

Marketing Manager



- Bachelor of Business - Major: Marketing (RMIT)
- Christian has advanced web design and coding skills.
- He has built numerous websites for small to medium sized businesses in various industries.
- He has implemented SEO and PPC strategies which have helped businesses generate quality leads and increase sales.
- He partners with business owners to develop customised marketing strategies which have defined business outcomes.



The Value delivered to your business through our Marketing Services

Why Quinlan Marketing?



We maximise potential of your data.



We are committed to SEO ethical processes that deliver sustainable rankings.



We improve the ability of control and visibility of your business.



We use effective tools to maximise value for you and optimise sales.

We implement and provide training in tools such as CRM and Google Analytics which enable better visibility of real time performance and provide the data science to drive ranking improvements that result in customer leads.

Having a data driven promotion and content strategy can result in improvements in traffic from socials and enable you to develop more effective email marketing campaigns. Also, having a real understanding of where your site's visitors come from can give a clear indication of where your online focus should be. We not only help you obtain and understand the meanings behind this important data but also help to build the key insights to then develop a targeted, results-driven strategy based on your unique business and its goals.

The benefits of the tools we use

Customer Relationship Management (CRM) tools

- CRM software can track sales, locate trends and automate many of the interactions that occur in the company on a daily basis.
- One of our tools, Hubspot CRM, gets full visibility into your sales pipeline in real time with the features of Reporting dashboard, Company insights, Deal tracking, Pipeline management. It arms your sales team with time-saving tools they will actually use providing the features of Email tracking & notifications, Prospect tracking, Meeting scheduling, Live chat.

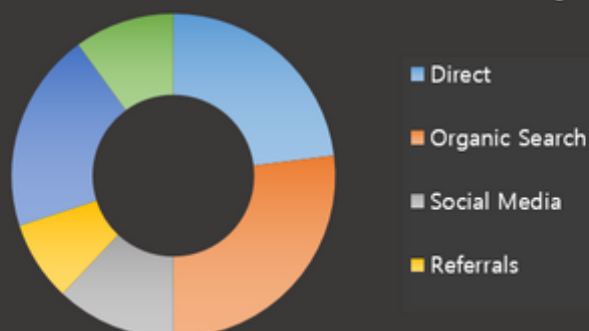
Google Analytics

- Google Analytics gives you an extremely in-depth and complete look at your website and app performance. It helps you to understand how your site and app users are engaging with your content, so you can deliver better experience and drive results.

What are people searching for?

Query	Impressions
ABC	329
Electrician	207
Plumbing	140
ABC Melbourne	78
1 - 43 / 43 < >	

Where is our traffic coming from?





" For us, **Quinlan Consulting**
are more than just a
Bookkeeping service but a
partner to our business. "

Bigman Plumbing
A commercial plumbing service provider, Melbourne

Partnering with you to move
your business forward
with confidence.

Our **Services**



Accounting



Marketing



Human
Resources



Tax



Business
Advisory

Why **Choose Us**

- Over 20 years' experience as a CPA and business owner.
- Access to a team of experts CFOs, CAs, CPAs, MBAs and HR Professionals with extensive networks.
- We have the intuition, experience and resources to make a tangible difference to your bottom line, and ultimately, to increase the value of your business.

Contact **Us**



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