

## Maintaining our proud place in the market

Your support makes all the difference

There is no denying that the Australian professional services marketplace is a dynamic and competitive environment. There are around 10,000 accounting practices alone in Australia. Add law firms, financial specialists, risk advisers and boutique consultancies to the mix and there are endless options for people to choose from to support their business and financial decisions.

If you scan the websites of large and small professional services firms they seem to make very similar promises and provide very similar services to their competitors. So how do prospective clients determine where to go for the best advice? How can you be sure you are getting the right advisers with the right mix of business solutions for you or your business? This can certainly be confusing.

At McLean Delmo, we are confident of our place in the market and our ability to create, maximise and protect wealth for all our clients. For over 40 years we have carved a niche that sets us apart from the pack. We are proud to command and maintain a unique position in the Australian professional services industry and our clients benefit from this strength.

While the Big 4 firms struggle to be agile against market changes and small and sole operator practices remain restricted by limited growth opportunities, a firm like McLean Delmo survives and thrives. In our firm we practice what we preach to our clients. We know our business and have the controls in place to future-proof our business against the peaks and troughs of the economy.

We have recently watched as one of the large firms offered redundancies and alternative employment to thousands of their staff due to a 'softening' of the market. The other large firms are similarly conservative in their staffing levels with forecasts indicating that advisory work will drop off. McLean Delmo is not witnessing any downturn in our business and our staff are safe in the knowledge that we will be proactive in securing future work that will continue to provide challenging and hands-on learning experiences to enhance their careers.

When the *BRW Top 100 Accounting Firms* list is produced each year, it is a barometer of our continued success in the marketplace. McLean Delmo ranked 42 this year and is once again the highest ranked firm operating out of a single office. All of the firms who ranked higher than us have a national presence with at least 3 or more offices around the country. Some of the new entrants onto this list who ranked higher than McLean Delmo are in fact national networks, reporting pooled revenue from lots of very small and disparate practices across the country. If these national networks were removed from the list or reported differently, we would rank even higher.

Our offices in Hawthorn are a clear point of difference for us. As part of our planning we have often considered whether a city location might better suit our clients and business objectives. Overwhelming, however, we are told how much people enjoy coming to our building and escaping the city limits. Our building is a local landmark and a terrific expression of how we choose to do business. It is a modern and innovative solution that makes running our business more efficient and effective for the benefit of all involved.

Within this one location, we offer a full suite of financial support services for all types of business and personal clients. Where other firms choose to specialise, we see the value in offering a one-stop-shop approach. Business and personal financial issues can be interrelated, resulting in a complex web of decisions and structures needing maintenance and management. Our clients appreciate being able to consolidate all their financial affairs within the one team of advisers at one firm. And if it happens that we can't answer your question, we will recommend a specialist adviser from within our broad network of contacts to suit your circumstances and budget that can join as an external member of your advisory team.

This streamlined approach has a range of other positive effects. We are able to pass on commercial savings to our clients in the form of reasonable rates and fair fee structures. Our collegiate approach also ensures that work is completed in a timely manner, eliminating frustrating double-handling and providing a single point of contact through the Client Partner. Such time savings will ultimately also result in cost savings to our clients.

We have thanked our staff for their enormous efforts and would now like to thank you – our clients and contacts. We are proud of our place in the market. With good management, a little bit of luck and your ongoing support we are confident of our future success.

**John Delmo**  
**Managing Partner**



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