

# DAA Bulletin

## Wine Announcement

Congratulations **Judith Morgan** you are this month's winner of DAA's monthly wine draw! There is a lovely bottle of Merlot kindly donated by Richard Blakeborough waiting to be collected.

To be in to win next month simply pay any invoice within 10 days of the date issued, it's that simple!



CHARTERED ACCOUNTANTS

## Record Collection

Shelves in our office are currently bursting with client records that have not been collected from us. Before we start to look at recovering courier and storage costs we ask that you contact our office to check whether you have records waiting to be collected. All those picked up before our next newsletter will receive **50 Bonus Beans!**

## What You Need to Know About Mondayised ANZAC Day

1. Restricted trading on public holidays applies to the actual day, not the observed Monday. So in this case restricted trading applies until 1pm on Saturday 25 April.
2. If your employee works Monday to Friday ANZAC day is transferred to Monday 27 April.
  - If your employee works they are entitled to time and a half and a day in lieu
  - If your employee does not work they are entitled to normal pay
3. For an employee who would normally work on Saturday 25<sup>th</sup> April ANZAC Day is observed as normal on that day
  - If your employee works they are entitled to normal pay until 1pm (as your business should not be trading before this time), time and a half for hours worked during trading hours and then receive a full day in lieu
  - If your employee does not work they are entitled to normal pay
4. If your employees would normally work both days (Saturday and Monday) they don't get two public holidays. They observe the holiday on the actual day and treat the Monday as a normal day.
5. If you decide to close on both the Saturday and the Monday any staff that would normally work both days will need special treatment. If you already have an annual shutdown such as Christmas then as the employer you need to negotiate with staff if closing both days as to how they will be paid. You cannot force an employee to take annual leave. However any other accrued alternative holidays could be used.
6. If you use a roster system for employees and a staff member usually works a Saturday you cannot leave them out of the roster for the Saturday in an attempt to avoid paying a public holiday. The courts look at a regular pattern which is four to eight weeks previously. If they worked every previous Saturday then they will be entitled to the public holiday.

As this is the first year of ANZAC Day being Mondayised we expect there will be a lot of confused Employers out there. Just remember that other holidays are already "Mondayised" so just think about how you treat those. Please call us though if you would like to discuss your specific situation.

## IRD Refund Cheques

From the 2015 tax year onwards IRD will no longer be paying tax refunds by cheque so any taxpayer with a refund will now be required to supply bank account details. The bank account is not required to be in the same name as the refund. Any refunds for deceased estates will need a relevant trust fund account.

No comment has yet been made by IRD over what will happen with incorrect or overpayments made by them so we recommend that you check any payments from them before spending the money. IRD have been known to refund the wrong amounts.

# Business Card Tips

## By Ambrose Blowers

I'm fortunate enough to meet hundreds of businesses a year, if not a thousand. As a result I've collected thousands of business cards. Over the years I've noticed a few dos and don'ts when it comes to business cards.

- 1 – Don't cut costs. Do not cut corners when it comes to the paper stock you choose. Thin paper implies you're flimsy with your credibility. Pay the extra cent or two and end up with thick cards and possibly even coated cards.
- 2 – Do use colour. If you're a warm, colourful and bubbly person make sure you use warm colours, or certainly plenty of colours. It doesn't cost much extra these days to print in colour vs in black and white. Any cost saving you make by limiting yourself to black in will probably be lost through a damaged reputation by handing over a boring business card. The world is colourful, your business is to, make sure you use colour.
- 3 – Explain who you are. Instead of simply having your logo and company name either explain what your products and services are by listing them, and/or list your USP or point of difference. This helps to inform then remind people about why you're different to everyone else. Your business card is not only a small billboard but when you've met somebody it's often the only legacy you leave with them. Even if you follow-up with an email it may get lost with others and may only get seen once. However, a business card could float around their desk for a very long time, possibly triggering them to call you.
- 4 – Use the back of the card. I still can't understand why people choose to only print on one side of the business card. All that suggests is that you've run out of things to say about yourself, or your business. The back of the card is just as valuable as the front. You only need to attend one networking event in your life to see that the first thing people do when they receive a business card is to turn it over and almost interrogate the back of the card to see the detail written on that side.
- 5 – Never, never, never print your own business cards. Just because most of us have the capabilities in software and print to print our own business cards does not give us permission to do so. It looks cheap, is often poorly cut and will kill your reputation as a professional.

Now for a few of the more debatable sides of business cards.

1. Do you, or do you not include your job title, given you probably have more than one role in the business? What we've observed culturally, in both Australia and New Zealand, is that the title matters less here than it does in Europe, the US and Asia. The only thing to stress is consistency, if one person has a job title then all should. Try to hone your jobs into one or two titles, rather than having too many.
2. Should you have imagery on your business card? This depends entirely on the industry you're in. If you're in a visual industry it makes sense to use images to tell your message. If you have specialist equipment which is difficult to explain in word format then an image could paint a thousand words. The same goes for a significant project that may give context to your capabilities. If the images have meaning then they should be considered. Avoid using stock photos, grainy and pixelated photos or anything that has no direct relevance.
3. Should you or should you not laminate your cards? I'd be hypocritical as the owner of a business that has gloss or laminate on the outsides of our cards if I was to say this should never be done. However, it entirely comes down to the sort of business that you've got. If you're in a business where contacts may need to write notes on them, or quotes (in the trades) or appointment times (for beauticians or hairdressers) it makes sense to make things easy for your customers so you certainly shouldn't laminate them. In my opinion if you're not in an environment where people will need to write down notes and quotes then there's no reason why you wouldn't have them laminated.

Finally, my pet peeve for cards and business communication in general. I do not believe that, given how easy it is in this day and age, there is an excuse to not register their own domain name or email addresses. What I mean by that is no-one in a business should have an @gmail, @hotmail or @slingshot email address as their business contact address. This is especially true when many businesses have already secured their website address. Typically it's tens of dollars extra to also buy email addresses from the company you registered your domain name from. I can assure you the loss in brand reputation and credibility will be far more expensive than the purchasing of a more professional-looking web and email address. Without this you look antiquated, unprofessional and untrustworthy, so don't do it.

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