

# Russell Corporate Advisory joins CMAA team

Russell Corporate Advisory is a chartered accounting firm that puts energy and discipline into business strategy with creative solutions to ensure clients prosper into the future.

CMAA President Bill Clegg, ACCM, welcomed Russell Corporate Advisory (RCA) Partner Greg Russell to the CMAA's family of sponsorship partners when they caught up at the Australasian Gaming Expo at Darling Harbour. "The CMAA is proud to welcome Greg and Russell Corporate Advisory as an Education Centre Sponsor, joining our impressive array of partners," Bill said.

RCA offers a unique range of products and services that save money, increase the efficiency and effectiveness of operations and provide peace of mind that all regulatory conditions have been met when implementing new proposals.

Greg Russell carries a wealth of experience in the hospitality and gaming sector, managing a team of qualified professionals who provide high-level, effective, commercial solutions.

"We are committed to adding value to our clients' businesses and exploring all options to the benefit of all stakeholders" Greg said. "I'm pleased that we have been able to form this alliance with the CMAA because I have always supported the ethic and structure of the Club Movement. In working closely with clubs over many years, I understand the important and significant contribution that clubs, boards and managers make for the people who are their members within their communities. I look forward to a long and productive relationship with the Association and thank Bill Clegg for his warm welcome."

RCA works for ...

- healthy businesses seeking to increase profitability and strategically plan for the future.
- sluggish businesses needing to adapt to the challenges of a changing operational environment.
- distressed businesses that have reached a level where formal insolvency appointments need to be considered. Through creative thinking, these businesses can survive and succeed. It's vital these organisations seek help while resources are still available.
- financiers and other stakeholders with an investment in business profitability who require expert advice on financial issues and business viability.



Greg Russell

RCA acts in consulting and insolvency capacities for clients ranging from small clubs to large multi-million dollar enterprises. "We have the capability to undertake large-scale appointments while providing regular and concise reports to stakeholders," Greg said. "Our work is conducted in consultation with an extensive network of professionals, including solicitors, valuers, property consultants, construction and development companies, financiers, operations and facilities maintenance, insurers, suppliers and regulatory bodies. We have helped a number of clubs to successfully amalgamate and have a practical approach which can substantially reduce costs. We are able to initiate financial outcomes, such as amalgamations and labour force restructuring, which may not otherwise be achievable for our clients."

In challenging times for registered clubs and other labour-intensive industries, including restaurants, accommodation, retail and aged care, RCA delivers effective business decisions to help meet the challenges of a changing operational environment. RCA provides the expertise, information and analytical framework for sound decision-making.

"We work closely with boards of directors and operational managers to create a blueprint for building business success into the future," Greg said. Sound decisions require solid data and

strong analytical skills. If the data is not available, then it must be gathered. This applies to any project - whether a complex new business development, or assessing the effectiveness of a simple promotion.

Decisions should not be made unless they can be justified.

"As part of this process, RCA supplies relevant advice on market trends, government regulations, planning and implementation," Greg added. "Our support services can include operational reviews, feasibility studies, workforce restructuring, asset management [best use of surplus/non-core assets] as well as expert guidance on funding requirements, financial submissions and corporate governance."

Registered clubs face unique planning considerations within the limitations of their not-for-profit status, which requires an understanding of their role in the future so that a balance can be created between social and financial goals. Well-researched

information is the foundation of successful business planning, as is communicating that information to key stakeholders.

RCA provides access to a multi-disciplinary team with a strong reputation as specialists in their fields. Our new product "Business Intelligence Management" helps us to provide our services in a focused and meaningful way. "Collectively, we hold qualifications in accounting, marketing, communications and business strategy," Greg said. "We work closely with clients to ensure we understand the challenges of their businesses. Our association with professional associations helps us remain aware of major updates, trends and current topical issues."

During 2007, RCA was awarded a highly prestigious Australian Research Council Linkage Grant in conjunction with the University of Sydney. The research investigated how gaming machine accessibility and memory of a gaming machine experience might affect irresponsible gambling. Study results will assist in the preparation and evaluation of Local Impact Assessment studies, a proposed requirement for clubs and hotels seeking an increase in gaming machine entitlements. Solid research on the predictors of irresponsible gambling has national implications and will underpin a better assessment process for gaming machine applications.