

*“proactive
rather than
reactive”*

*Our
Mission*

Continually exceed our customers' increasing expectations.

*Our
Vision*

Developing competitive advantage on a sustained basis by anticipating changes in customer's preferences and in the manner of doing business.



*“communicating
knowledge via
continuous education”*



*Principles Which Guide
Our Work*

- Provide a high quality, professional service
- Are responsive to customer need
- Are accessible, welcoming and impartial
- Represent good value for money
- Have a pride and a belief in what we do
- Seek continuously to improve what we do
- Respond to change
- Engender confidence, credibility and appreciation through all that we do



Range Of Services Include:

- Accounting & Bookkeeping Services
- Tax Return Preparation
- Tax Advice & Planning
- BAS/GST Returns
- Self managed Super Funds
- New Business Advice
- Company & Trust Formation
- Computer System Advice
- Business & Corporate Advice
- Specialist Service Referrals



SASHI VEALE & ASSOCIATES
Public Accountants & Registered Tax Agents

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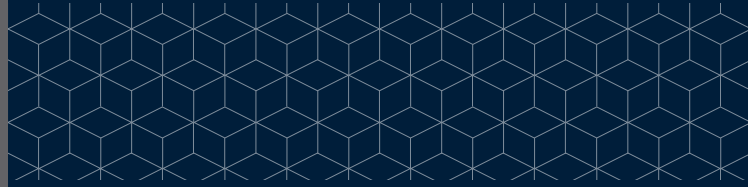
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A Spectrum Of Services

From the vital first contact through to the option of regular meetings and reviews throughout the year, we work with you to develop an understanding of your affairs so we can help you manage them. As you'd expect, we ensure that routine work, such as annual accounts and tax compliance, are handled efficiently and *cost-effectively*. Help with accounts preparation ranges from advice on how to make the best use of your current system through to the provision of a complete accounting and payroll service. Similarly, our management approach means we can advise you on improving *efficiency* and *profitability* in addition to ensuring statutory compliance.

Sashi Veale & Associates also has a strong relationship with a broadening network of exceptional business professionals, each of whom are skilled in listening to and addressing your unique business needs. Our wide range of *specialist expertise* means we can advise you on virtually any aspect of your personal or corporate financial and fiscal affairs.



Our Philosophy The Personal Touch

Sashi Veale & Associates appreciate that every business is different, with different issues. We start by *understanding you* - your plans, your problems, your dreams – however big or small they might be. We'll tailor what we do to suit you as we believe our *tailored approach* makes a long-term difference to our clients' success and we are focused on making that happen.

We're big on *relationships* because we are aware that effective accountancy is about working closely with clients: getting to know you and your business. Building close relationships with clients enables us to offer sound, practical advice. *Advice*, which is always geared towards your needs but reflecting the latest practice developments and management techniques.

A Different Perspective

When you engage Sashi Veale & Associates to take care of your affairs you are effectively hiring a *strategic business partner*. A partner who is as focussed on your success as you are. We provide everything you'd expect from a large City firm but we are a local independent practice so you enjoy the added benefit of our personal attention.



In Touch Informed

At Sashi Veale & Associates we're committed to keeping all of our clients fully informed about accountancy, tax and financial issues that may affect their business. We do this through a range of accessible and focused *seminars, training courses and events*. We believe this plays a major part in enabling clients to help themselves manage their businesses efficiently and at low cost. We regard information as power in the context of running a business and this service is an important way in which we can add value to our advisory services.



A Breadth Of Expertise

Understanding your affairs fully, enables us to be more *proactive* with business and tax saving ideas. So whatever your business requirements, whatever level of service you choose, our advice will be geared towards your needs. Use us as business consultants and you'll discover the benefits a close working relationship can bring.