

SANDRA MAGANN

SEACHANGE
ACCOUNTING
SOLUTIONS



Tell us about your business
SeaChange Accounting Solutions is a specialised accounting practice that draws on our own business experience to provide smart solutions that make your life easier. I started SeaChange 9 years ago, after moving from Sydney with my young family. As my children grew, so did my business, and we now have a team of 6 working with small to medium local businesses.

What have you learnt over the past 12 months? We were at the pointy end during COVID, helping local businesses make the most of opportunities, staying up to date with fast-changing rules, and supporting clients as they pivoted their businesses to survive. Our key learnings include:

Contingency planning. Those businesses with extra funds set aside to buffer against periods of low or no income fared much better.

Technology is your friend. Those who had cloud-based systems and processes, like Xero, were able to adapt easily to working from home and make major changes quickly.

Have experts at your fingertips. Knowing who to call on is critical. Whether it's an HR consultant to guide you through establishing

a remote workforce, a web developer to set up online sales, or an accountant to get an accurate snapshot of your financials and assist with forecasting.

Staying in touch. We communicated early and often and were generous with our knowledge, so people came to rely on us as credible, trusted experts.

For SeaChange Accounting, the past 12 months have been flat out. We've grown our team to include a client services role as we help businesses recover from the past 12 months and prepare for the next.

What do you hope to achieve over the next 12 months?

Within our own business we'll be fine tuning our systems and processes, finding more efficiencies and developing our great team. For our clients, the focus will be on building business resilience. We'll be helping with budgets, cashflow and forecasting to build strong foundations.

Preparing for the unknown is the new normal. Borders can close and lockdowns put in place in an instant. Our tools and technology, like

Xero and Spotlight, can help clients map out best-case, worst-case and business-as-usual scenarios.

The bare basics are no longer enough. Accounting can unlock key insights that guide our clients' business decisions. We'll be engaging more deeply with our clients so they're ready for whatever's next.

Describe for us your definition of 'success'.

Success is more than just balancing the books. We're also passionate about our relationships with our clients and in our community. It's about building a business and a lifestyle. I've developed a good team and good systems, which gives me space to give back to the community through volunteering roles such

as the International Women's Day Committee and the Liberty Board of Management.

I'm also on the Luminosity Youth Summit Committee, so being able to employ local young people is another measure of success. I enjoy speaking at schools and university, providing job opportunities and developing local talent.

“Success is more than just balancing the books. We're also passionate about our relationships with our clients and in our community.”

smart advice | explained simply

1300 425 943 | info@seachangeaccounting.com.au
shop 146-150 gordon street port macquarie nsw 2444

 SeaChangeAccounting  @seachangeaccounting



seachange
accounting solutions