

Xero Delivers a Star Performance for PMPA

Sandra Magann and the team at SeaChange Accounting know that when it comes to cloud accounting, Xero takes centre stage.

As experienced Xero Silver Partners, SeaChange have helped a broad range of businesses use digital technology to streamline their processes, take back precious time and save money.

CASE STUDY

Port Macquarie Performing Arts

It's been a big year for Stacey Morgan of Port Macquarie Performing Arts. Her production of *Legally Blonde* received standout reviews, she won the local Chamber of Commerce Award for Excellence in Innovation and set up four dance studios at the new stadium. While Stacey is busy with dance classes, performances and managing her growing team, Xero works behind the scenes automatically syncing data and generating customised reports.

Stacey, when did you start using Xero?

I met Sandra in 2012 when my business was just a year old. I was busy trying to do it all - work full-time at Star FM, start a family, grow my business and do the bookkeeping. Sandra

introduced me to Xero, and I haven't looked back. Now I have time to focus on what I do best, which is teaching and leading, instead of spending hours trying to balance the books.

What have been the biggest benefits to your business?

Xero gives us an overall snapshot of how the business is doing. I'm up to date with money coming in, going out, and what we need to plan for in the future. It gives us a great sense of control over all operations. Before Xero, I would stick my head in the sand and hope for the best!

The Automated Super Payments are my favourite thing. They save me so much time and make life easier.

Why did you choose SeaChange Accounting?

Sandra is fabulous, and I love the way she can break it down for me when there are new concepts I can't quite get my head around. She places a value on professional development too, attending conferences to bring back new features to help us in our business. During our monthly face-to-face meetings, Sandra keeps me accountable for



how we are going. Each month we take a detailed look at profit and loss, budgets and cashflow.

How has SeaChange helped you review revenue to improve business outcomes?

We have many arms to our business, including dance classes, merchandise and performance programs, so SeaChange set up a customised profit and loss report separating out the different areas.

How has the Spotlight program helped boost cashflow?

Spotlight Reporting syncs with Xero and has some great features. We use the scenario testing tools to run different pricing scenarios to see the impact on profit and loss. It's great for cashflow projections too.

What's next for PMPA? We've just launched our new website: pmperformingarts.com where parents can purchase programs such as our After School Pickup online. We're planning to migrate to a new Dance Studio program with a direct debit option. SeaChange are helping us test the program before roll-out, to ensure the Xero integration works smoothly. And we're looking forward to our End of Year Concert and Christmas Parade!

Discover how cloud accounting can help you build a better business with a free customised demonstration.

Register at seachangeaccounting.com.au or call 1300 425 943.

Your cloud accounting experts

Let us show you how Xero's anytime, anywhere, automated cloud accounting can revolutionise the way you work. **Contact us for a FREE personalised demo.**
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