

INFORMATION FOR CONSIDERATION



1. Current activities

What is your normal employer or contracted employment?

I am self-employed by Total Business Services and Training Pty Ltd - an RTO. I also own a small consultancy practice and am also a registered BAS agent, MYOB Certified Consultant (10+ years), QBO Advanced Pro Advisor and Xero Training Partner/Xero Certified Partner

Who do you work for?

As above

What do you do?

I am the CEO/Managing Director of Total Business Services and Training. In this role I manage my organisation which includes the following:

- HR/IR activities and compliance
- Professional Development Activities for staff and myself
- Course creation, design and updates
- Procurement and analysis of technology & content relevant to the business
- Government tenders and funding applications/renewals
- Licencing and audit requirements including government and financial audits
- CFO and audit/preparation of the business accounts
- Lodgement and compliance of business accounts
- Direction and planning of business operations and opportunities
- Engage with market to keep up to date on Industry changes and movements
- Promote TBST both locally and internationally
- Public speaking role as a representative of TBST
- Private consultant and BAS agent providing training, support and compliance management to small, medium and large enterprises

How will those activities benefit ICB?

Each of the roles I hold align directly with the objectives, vision and purpose of ICB. I.e. To educate and promote bookkeepers as a profession and to support members in their pursuits of a rewarding bookkeeping/accounting career. In summary, as my business and career focus specifically on these outcomes too, my passion and dedication to this industry are clearly

aligned to achieving the same positive results as ICB. For this reason, I believe my position on the Board would be both relevant and well aligned.

Have you ensured that your other duties will not compromise your ability to be a Director of ICB? (explanation welcome)

Yes, I have considered this and anticipate I will be able to successfully fulfil this role if appointed

What other things that you do or groups you are involved in will raise issues with being a Director of ICB?

There are none that come to mind

What "conflicts of interest" do you need to make members aware of?

<https://www.tpb.gov.au/managing-conflicts-interest-BASagents>

As above, no perceived conflicts of interest

How will you manage those conflicts?

As above

What other activities will you have to cease if you become a Director of ICB?

I do not anticipate ceasing other activities due to becoming a Director of ICB

2. Relevant experience and background

Bookkeeping: (Provide information in relation to your experience as a Bookkeeper or with Bookkeeping)

I have been involved in the Bookkeeping industry since 2000 and have owned and operated a successful bookkeeping practice since 2002. I also achieved the relevant qualifications and experience required to become a BAS agent and registered as an agent within a year of the TPB's release. I have contracted to accounting firms and have also worked on a number of audits and as a consultant to assist in the repair of large-scale bookkeeping messes!

Software: (Provide information as to which software programs you use, have used and the extent of experience in using those programs)

I am going to be accounting software specific here as my software experience is very broad. I.e. CRM, database creation, Evernote Certified Consultant, Learning Management Systems and software etc. These can be relevant, but for the sake of being succinct and relevant to the application (this is what I assume is being requested) my accounting software experience is as follows:

- MYOB (over 10 years' experience) – Advanced proficiency
- QBO (over 5 years' experience) – Advanced proficiency
- Xero (almost 9 years' experience) – Advanced proficiency

Partner Programs: (Which software company (or other) partner programs are you a member of and why)

- MYOB Certified Consultant (over 10 years). Why: MYOB has always been a leading software in Australia and at certain stages was the major leading software. Therefore, it has been very important to both my career and business to invest time and effort in the skills and knowledge required to master this application.
- Xero Certified Partner (over 8 years). Why: Xero came into the market and literally stole the market out from underneath MYOB. There was a huge transition of partners from MYOB to Xero but I decided to stay with both. As Xero is a strong contender for capturing the majority of the Australian market, it was a wise business and career choice to invest in this software. As an educator, I also wanted to be on top of the most relevant trends and software and thus pursued Xero as an alternate option to MYOB products.
- QBO Pro Advisor (over 5 years). Why: Intuit is another leader which entered the market and provided a great opportunity to both clients and bookkeepers/consultants. I think this product is a strong contender in the market and therefore I invested time and energy into getting to know this product as well as supporting clients on this platform. As an educator I also wanted to know more about the most relevant products that are likely to be used by our students into their futures. With this in mind, I also invested in this product to ensure I was able to pass on my knowledge and experience.

Skills: (Provide information as to your education, other skills that you have acquired)

I hold the following qualifications and/or am working toward completion:

Achieved

- Diploma of Accounting
- Cert IV TAE
- Evernote Certified Consultant

Completing

- Tax Agent Skill Sets – both tax and commercial law
- Degree in Accounting/Tax Law – combined degree

Detail any other relationships or contacts you have with the key stakeholders/partners/strategic partners of ICB?

- Matthew Addison – I have known Matthew since 2008, or thereabouts, in a professional capacity. Matthew was involved in advising an RTO (I was in partnership with at this time) and this is where we originally met. Matthew and I have only ever known one another in a professional capacity. I have also assisted Matthew and ICB when needed, such as representing Matthew and ICB's interests at a BASAAG meeting.
- Rick van Dyke – Rick and I have also known one another since around 2009/2010. Rick, my husband and myself worked together to create the original ICB network meetings, along with Elizabeth Haverfield. During this time, we formed a friendly relationship and have supported one another in our industry roles. We both share a love of food and wine and I am also friendly with Rick's partner, Rochelle. I have also known Rochelle since the same time as Matthew. As mentioned previously, this was when I was engaged in partnership with another RTO. Whilst friendly, our relationship is one of professional and mutual respect.

- John Birse – John Birse has become a wonderful supportive professional friend. He has offered support to my network meetings as a guest speaker and I regularly catch up with John at events. John and I also completed the original Intuit trainer network course together. Yet again, our relationship is one of mutual professional respect.

Previous experience as a Director (or similar):

Leadership skills:

I have owned and operated my own successful business since 2000 and currently have 12 staff. This requires a great deal of leadership and management skills in order to remain afloat. I also have demonstrated leadership skills as a facilitator and Fellow of ICB network meetings for the last 8 – 9 years.

Governance:

As an owner of an RTO I must have clear direction, management and adherence to a large number of laws and compliance matters. This is achieved via a systematic approach to our operations. This is also evident when running a successful bookkeeping/consulting practice as without proper control and governance, either of my businesses could easily be de-registered, fined, penalised or shut down.

Risk Management:

Risk management is a large part of any successful business operation. This is especially relevant in areas of government funding, accreditation and ongoing compliance. Risk management must be consistently implemented to ensure the continuation of funding and in tenders. Each must be effective in order to continue successful operation and continuity of funding.

Financial performance:

I have been self-employed for the last 18 years. Throughout this time, I have not had to support myself with any additional or external employment. I am also fully tax compliant and have no outstanding personal/business tax debts.

Strategic thinking:

My application to this industry, multiple qualifications/achievements and the diversification of my business show a clear ability to strategically think and operate. I have invested heavily in education for both my business and self and continue to do so. This drives my business forward and allows it to adapt to the constant and unrelenting changes of each industry I am engaged in. I have also formed a number of strategic alliances and partnerships for mutual benefit. This has been both rewarding and successful in providing a strategic direction for both myself and my business.

3. Intentions

Why does being a Director of ICB appeal to you? Why are you applying to be a Director?

I have had a long and rewarding relationship with ICB and can clearly identify a number of shared values and passions. For this reason, I am happy to continue on the path to further growth with ICB.

What views and opinions are you bringing to the ICB as to the future of bookkeeping?

This is numerous but the following is a short list:

- The value of education (via whatever method) to assist members growth, confidence and clarity
- To assist members in understanding the complexities of Industry in an informal, easy to understand, consultative and fun manner
- To assist the health of members via inclusive, supportive and empathetic support
- To help members gain confidence in achieving new things such as technology and processes.

What do you like about ICB?

I love that ICB are focused on their niche and have not deviated from this. ICB provide support to their members in so many ways and always go in to bat for their members. The numerous products and training on offer are of great value and is why ICB maintains such a high membership level.

What does ICB need to change?

I am unsure at this stage of any necessary constructive criticism. So far, even when I am not in agreement with ICB, my views are respected and responded to. This allows constructive debate which enriches and allows both parties to learn from one another.

How would you recommend ICB achieve its vision and purpose?

I personally suggest they continue on the same path as I believe ICB are already achieving their vision and purpose.

What else should ICB be doing for its members?

I would like to see more product offerings besides one choice for members. I.e. HR solutions. Having at least a couple to choose from will assist in a more balanced approach if the product is not suitable or beyond the means of members.

How will being a Director of ICB help you?

To be absolutely honest, I would like more Board experience. It will be interesting and engaging to learn more about the role of the Directors in alignment with the needs of the business, its vision, purpose and objectives. In learning, I believe I will directly benefit from the further knowledge, experience and opportunity.

What do you consider to be your role as a non-executive Director?

As a non-executive Director, my role would consist of assisting ICB, its members and the Board to achieve its vision, purpose and objectives. This will be achieved with the combined knowledge and experiences of all stakeholders via a consultative approach to the specific needs, direction and desired outcomes of ICB.

Self Promotion

(Provide any additional information or promotional information to the members that you would like them to consider in evaluating you in order to be fully and appropriately informed. This may include family life, other interests, statements as to your thoughts and hopes in the position)

Why should we appoint you to the Board?

As a member of the Board I will always be a passionate and engaged advocate for Industry. I have worked in this industry for almost 20 years and really love what I do. This is shown in my dedication to industry, education of Industry participants and in my voluntary roles with ICB.

I am also a strong, independent woman that knows this industry well and can empathise with ICB's members as to the challenges we face both as business owners and women (sorry guys, I'm not excluding you, but we girls have some specific other issues we need to deal with!).

My true passion is to inspire, educate, mentor and to help others achieve confidence and happiness in all that they do. I like to keep things simple in order to facilitate the fastest change and therefore believe in a no-nonsense approach to business and life.

Most of all, I love to have fun, and this includes in business. Yes, we can work hard, but we can also play hard too. Who says work can't be enjoyable and this is what I would like to promote to the members to ensure a healthy work/life balance, whilst also reducing depression and any associated mental health issues.

Resume can also be attached

I have been self-employed for so long I do not have a current resume. However, my LinkedIn profile is up to date! <https://www.linkedin.com/in/melissa-foote-00ba6213/>

1. Term

- Noting that in the 2019 elections 2 Directors will be appointed for each of 1 year, 2 year and 3-year terms. Indicate which terms you would like to be considered for? 1 2 3
- Indicate which terms you are available for 1 2 3

2. Contribution

I acknowledge the intended requirements for active contribution to ICB, including

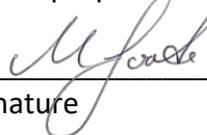
- will meet in a face to face meeting for two days at least 3 times per year.
- will meet in webinar environment for 2 to 3 hours, up to 8 times per year
- deliver their role as a Director as outlined above
- at all times promote and be a positive advocate and representative of ICB and the bookkeeping profession

I commit to being available, within reason, to these and further contributions to ICB.

Submit nominations by 11th January 2019

Be available for a webinar introduction to member session in the period between 1 & 15 Feb.

All the above information is true and correct and can be made available to all members of ICB for the purpose of expressing their votes.

 dated 18/11/18

Signature

**NOMINATION FOR ELECTION AS DIRECTOR of The Institute of Certified Bookkeepers Ltd (ICB)
(includes declaration by the Nominee and consent to act)**

I hereby agree to be nominated for consideration by the members to be a Director of ICB and if so elected consent to act.

I provide the following declarations and information to be made available to the Members.

I acknowledge that the existing Directors will indicate to members the evaluation of this information in order to direct any proxy votes

Name: Melissa Foote

Business: Total Business Services & Training Pty Ltd

Address: Suite 1117, 401 Docklands Drive, Docklands VIC 3008

Suitability to be a Director

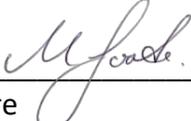
(All nominees must receive at least a 50% positive vote of confidence by members, in the suitability of the person to be a member)

I declare the following:

- I am over 18
- I consent to take on the role and responsibility of being a Director
- I am eligible in accordance with the requirements of ASIC and the corporations laws to be a Director (<https://asic.gov.au/for-business/your-business/are-you-eligible-to-operate-a-business/>)
- I am a fit and proper person
- I do and will act honestly and with integrity
- I comply with tax laws in the conduct of my personal affairs and all my tax obligations are up to date
- I will act lawfully in the best interests of the company
- I do not have a conflict of interest that will compromise my role as a Director
- I understand that the company is a registered BAS Agent and also a recognised professional association with the Tax Practitioners Board in accordance with the TASA2009 and will assist the company to meet its obligations

I commit to perform my role as a Director specifically including:

- As a member of the Board provide Governance
- To uphold the Vision, purpose, policy and philosophy of ICB as previously agreed.
- Oversee and make recommendations to members in relation to the Vision, purpose, policy and philosophy.
- To act in accordance with the ICB Professional Code of Conduct

 dated 18/11/18

Signature

Attached information forms part of this declaration

15 November 2018

Dear Members

Nomination of Director

We Jon Caneva Member no. 345029 &
Denise Palmer Member no. 348190

hereby nominate

Melissa Foote (the nominee) Member no (if applic)625

Of Total Business Services and Training Pty Ltd of Suite 1117, 401 Docklands Drive, Docklands VIC 300
(Business Name & Address)

to be considered by the Members for the position of Director of The Institute of Certified Bookkeepers Ltd. (ICB)

We have read the information provided by the nominee and believe it to be true and correct.

We commend the nominee to the members



Signed by Denise Palmer
20/12/2018 5:18:12 PM
x Denise Palmer - ICB Member 348190

Signatures