

HORIZONS



Bright Young Things by name and by nature

Spend a short time with Bright Young Things director Kate Stewart and the enthusiasm, energy and passion this young woman has for the hospitality industry shines through like a beacon. Kate, who had worked in catering here and in London, joined forces with Melbourne restaurateur Jason Jones in March last year to establish the company. "Despite being somewhat apprehensive because of the world-wide economic woes, it was all go from the start; we picked up the keys to our premises in Niagara Lane and catered for a 60th birthday party the very same day," Kate said. Since then it has been a fairytale for Bright Young Things which recently notched up its 400th event, necessitating a move to a larger, better-equipped kitchen in Alphington. Although the fledgling company has enjoyed considerable success with private parties and celebrations, it has taken the corporate world by storm, frequently catering for several functions each day. "It could be something as straight-forward as

gourmet sandwiches and a cheese platter for a working lunch to a three-course boardroom dinner with all the trimmings." Bright Young Things, which employs up to 150 full and part-time staff, offers catering services tailored specifically to individual client's needs from a simple food and beverage service through to entertainment, venue decoration, staging and event management. Logie-Smith Lanyon handles lease negotiations and contractual issues for Bright Young Things as well as providing general legal and business advice. Kate appreciates being able to talk to Michael Lanyon and Perdita Gregory whenever she requires guidance on any matter relating to their operations and says, "We're still learning in business so it's very reassuring to know we have such an open relationship with a law firm that is committed to helping us grow the business." Kate can be contacted on 9499 9401 or check out the company's website www.brightyoungthings.net.au.

STOP PRESS



Logie-Smith Lanyon announces first managing partner

Founding partner Andrew Logie-Smith was appointed managing partner of the firm on 1 July. Logie-Smith Lanyon was formed in 1996 by Michael Lanyon, Charles Veevers and Andrew. "My challenge as the firm's first managing

partner will be to ensure we retain our standing as an employer of choice. I am confident that the position of managing partner will give Logie-Smith Lanyon additional client focus and partner support, as we seek to naturally grow the business," Andrew said.



The corporate signage specialist

Established in the 1960s by trained signwriter Sam King, The Signcraft Group has grown dramatically over the last 15 years from its role as a traditional sign shop to become Australia's leading specialist signage company encompassing an extensive range of trades and services. "We produce and install illuminated and non-illuminated signs of every conceivable kind, sky signs, window graphics and photographic images on walls as well as providing ad hoc and planned maintenance services," Signcraft chief executive officer Bruce Fitzgerald said. Headquartered in Altona, the family-owned company has offices and manufacturing operations in Sydney, Brisbane and Adelaide along with joint venture arrangements in India and China. A specialist in corporate re-branding associated with mergers, acquisitions and take-overs, Signcraft is equally adept at handling one-off projects such as the the 2000 Sydney Olympic Games. "Corporate branding is our bread and butter and we've recently gained additional clients in the financial sector, acquiring NAB and the Commonwealth Bank." Signcraft, which employs more than 220 people along with numerous contractors Australia-wide, is accredited with SafetyMap (Safety Management Achievement Program), an audit tool designed by WorkSafe to assist workplaces improve their management of health and safety to protect their employees, clients and the general public. The company's client list is extensive and includes many of Australia's most prominent companies: Woolworths/Safeway, Mercedes Benz, Just Group, Spec Savers, Telstra and Tooheys. Logie-Smith Lanyon has assisted Signcraft with a range of domestic legal issues and corporate advisory services. "Of even greater significance was the advice and practical assistance the firm gave us in relation to our joint venture arrangements and corporate structure in India." Bruce added, "Andrew Logie-Smith and his colleagues not only have the breadth of knowledge of Australian and international law that's so necessary, but also take a pragmatic approach to resolving business issues." www.signcraft.com.au

A conduit to wealth creation

Established by current owner David Orford more than 30 years ago, Financial Synergy has become one of Australia's leading suppliers of superannuation and investment software, administration services and products for the wealth management industry. New CEO, Phillip Campbell, says all of his company's services are designed to enable clients or their members to create wealth. "Our sophisticated software platform, Acurity, provides a range of responsive and flexible back-office administrative services for the management of clients' superannuation funds." The expertise of Financial Synergy's in-house software specialists, fund administrators, compliance experts and independent actuaries delivers unparalleled advantages to clients. "Our Aquipt administration team are very much hands-on Acurity users with a clear understanding of the requirements and operations of super funds, so are able to come up with practical ideas for enhancing the software. We also keep well on top of compliance issues," Phillip said. Financial Synergy's Acurity clients, whose funds under management approach \$100 billion, include industry leaders Telstra Super, ComSuper, Qsuper, Pillar and UniSuper. Aquipt also administers boutique super funds such as the horticultural industry's Grow Super. "Some companies prefer to handle administration of their super funds themselves and we can provide them with software tailored to their specific needs." The company's wealthsense division provides an on-line solution to superannuation funds that assists their members to understand, plan and enhance their financial security. This value-added service educates fund members on super matters, has easy-to-use calculators designed to cater for a range of situations and enables them to initiate action online. Phillip, who has had previous dealings with Logie-Smith Lanyon, relies on the firm for general legal work, reviewing and preparing contracts, drawing commercial leases and, more recently, assistance with litigation. "Logie-Smith Lanyon offers value for money and I appreciate their straightforward approach; if they don't think something will succeed they're always upfront with their advice so we don't incur heavy costs for a lost cause." www.financialsynergy.com.au





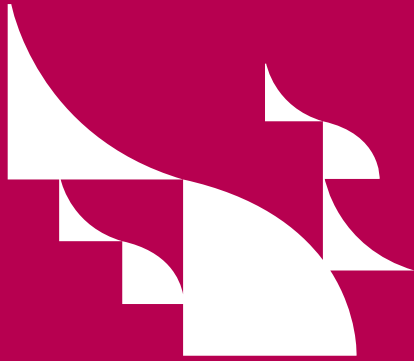
Victoria's new Director of Liquor Licensing welcomed

Logie-Smith Lanyon formally welcomed new Director of Liquor Licensing, Mark Brennan, at its inaugural Industry First Briefing at the RACV Club on Tuesday 15 June. The event was one of the first opportunities Mark had to talk to the industry since his appointment to the position in May this year. He outlined his approach to regulation, which includes compulsory certification and accreditation as well as mandatory training modules and training programs for licensees. "I plan to use a range of educational measures to underwrite specific reforms within the licensed hospitality industry and to change the focus of liquor licensing in Victoria," Mark told those at the briefing. Prior to his recent appointment, Mark was the Victorian Small Business Commissioner for seven years during which he initiated a regime of alternate dispute resolution. Through his office 6,000 cases involving a value of \$300 million were handled and the process he introduced resulted in 80 per cent of disputes being resolved quickly and efficiently. While a practising barrister and solicitor, Mark held senior positions with the Commonwealth Attorney General's Department and the Victorian Department of Premier and Cabinet. Logie-Smith Lanyon's head of Hospitality and Gaming Practice, Mag Kearney, welcomes Mark Brennan's two-year appointment as Director of Liquor Licensing because she believes education will play a key role in helping the industry adjust to the amended fee structure and promote compliance. "I don't believe that the new licensing fees, which came into effect on 1 January this year, have been fully comprehended by some licensees," Mag observed. Liquor licensing fees can increase by many hundreds of times with just one inadvertent breach of the Liquor Reform Act, an issue not generally understood by the industry and one which has the potential to send small businesses broke. "In this context, the next stage of the government's liquor licensing reforms will involve a much greater emphasis on education."

A vital link in the supply chain

Melbourne-based Australasian Distribution Network (ADN) is a specialist 3PL (third-party) logistics company providing an integrated supply chain management function incorporating warehousing and transportation services from its two-hectare, state-of-the-art warehouse on a four-hectare site in Somerton. According to ADN managing director, John Taylor, companies are outsourcing their warehousing and distribution functions to 3PL specialists in increasing numbers because they have highly efficient, warehouse management systems and deliver significant savings on distribution costs. "Companies have realised the advantages of leaving logistics to specialists like ADN because it not only impacts on their bottom line through economies of scale, but also eliminates the inherent complexities associated with maintaining in-house chain management systems." John said. To ensure distribution costs are kept to a minimum for its clients, ADN does not maintain its own fleet of trucks, preferring to deal with a number of freight companies whose rates are constantly monitored. Like any successful 3PL company, ADN employs the latest industry technology to efficiently manage all facets of its operations. "Our highly sophisticated IT network is linked to our customers' systems so computers run the process not us, we're virtually slaves to it." Computer-linked, remote devices used in picking product to satisfy customers' orders ensure the process is quick, efficient and remarkably accurate. Asked what type of products ADN can handle, John Taylor's response is direct and to the point, "Any product in a box with a barcode on it that can be palletised provided it's not perishable, fragile or, to my knowledge, illegal." Logie-Smith Lanyon was instrumental in negotiating the lease of ADN's new premises at Somerton and assisted with the company's corporate structure, contractual matters and general legal advice. John, who is a long-time friend and client of Andrew Logie-Smith, said, "I rely heavily on Andrew and his colleagues to provide appropriate and timely advice on a range of legal and operational issues to help me grow the business."





Logie-Smith Lanyon directory

Business and corporate

- defence contract procurement
- ASIC, ASX and regulatory requirements
- mergers and acquisitions
- takeovers
- trusts
- international trade and investment
- banking, finance and investment
- capital raising
- business structures
- franchising

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Litigation and dispute resolution

- trade practices
- debt collection
- insolvency
- securities enforcement
- professional negligence claims
- contractual disputes
- insurance claims
- corporation law disputes
- property
- ASIC enforcement actions & s 19 hearings

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Private client services

- business succession planning
- real estate conveyancing and leasing
- probate
- superannuation
- trusts and estates
- wills consumer law

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Employment and industrial relations

- contracts of employment

- enterprise agreements
- sexual harassment
- anti-discrimination
- occupational health and safety
- industrial disputes
- employment/IR litigation
- service, consultancy and management agreements
- rights and obligations under the Federal employment, IR and OHS legislation
- adverse actions
- unfair dismissal claims
- policy/employment manuals, documents, handbooks and training
- redundancy/restructures
- workplace codes of conduct
- workplace strategy reviews
- employment benefits
- confidentiality and restraints of trade
- conciliation and arbitration

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Property and construction

- development
- subdivisions
- leases
- tenders
- construction contracts
- project documentation
- contract administration
- claims
- dispute resolution
- planning
- environmental
- stamp duty planning
- finance
- structuring

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Hospitality and gaming

- town planning
- liquor licensing
- venue operator licensing
- strategic advice
- sale and purchase

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Information technology and telecommunications

- IT procurement
- service contracts
- service level agreements
- technology licensing
- wholesale and resale arrangements
- regulatory compliance
- privacy law

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Taxation

- income tax
- capital gains tax
- goods and services tax (GST)
- Division 7 A loan issues
- stamp duty
- land tax
- tax effective business structuring
- tax effective succession and estate planning
- tax dispute resolution
- tax litigation
- accountants'/tax agents' registration and regulation
- superannuation

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