



Finance: the foundations (for non-specialists)

Melbourne: Friday 15 August 9.30 am - 4.30 pm

Do you have a fundamental appreciation of the cost of the book? How does what you do impact on the results and the profitability of your company? Would you know a realistic budget if you saw one? Would you like to demystify the language around P&Ls, cash flows, job costs and gross profit?

During this workshop, you will collect a tool box of ideas and skills to improve your understanding of the stages, the processes, and the operational impact of matters financial.

The sessions will be interactive; there will be practical exercises, time for questions and a wealth of stories and examples. You will only need to bring your official kit: calculator, pencil and rubber. We'll show you the rest!

You will also explore and discuss other aspects that impact on the industry's future e.g. growth trends, internet globalisation, digitisation, web development, partnership with the retailer, distribution trends - & much much more.

This workshop has been especially developed for the industry by 2 people who have over 50 years' experience between them.

Your Presenters will be:

Peter Eichhorn who was, for over 25 years, the Finance and Distribution Director for Allen and Unwin. He was one of the founding partners in the company's management buyout. Peter is the director responsible for the operation of Alliance Distribution Services and is currently a director of UNSW Press. He brings significant practical experience to this seminar.

David Martin currently holds the position of Director of Finance and Administration at Allen and Unwin and started his finance career as an income tax investigator. David has held various positions over the last 26 years within the industry, both in Australia and the United Kingdom.

Key Learning Outcomes:

At the end of the day, participants will be able to:

- understand and interpret budgets and forecasts
- identify the elements of title and company profitability
- identify and understand the importance of some of the main Industry issues eg discounts, rebates, competitive author advances, distribution demands
- understand the importance of planning for the future eg impact of google, print on demand, digital processes

Topics covered will include:

- Sales forecasting, budget preparation
- Production costs – individual title profitability
- Profit and Loss statements (P&Ls), cash flows, job costs, margins and gross profit
- Inventory investment and management
- Overheads/expenditure
- Cashflow Management (debtors, bookshop payment terms, royalties and author advances)

Who should attend:

Administration; Sales; Marketing; Publicity; Accounts; Production & Design

Any level up to managers.

Those of you wanting to improve your grasp and understanding of the costs of the book, whether you massage the figures or not.

Please note

There will be a **FINANCE FOLLOW-UP** half day seminar
in Sydney on 19 August
&
in Melbourne on 22nd August.

This follow-up 'masterclass' session will cover some areas in more detail and introduce others at greater depth.

If you attend this *Finance: the foundations* workshop, you will be entitled to a discount for the half day follow-up.

All details will be available soon. Please indicate if you are interested in attending.

Venues:

Melbourne: Friday 15 August 9.30am – 4.30 pm
Venue: Seasons Botanic Gardens, 348 St Kilda Road, Melbourne VIC 3004
Tel: 03 9685 3000

Cost (GST inclusive):

\$ 295 APA members, Society of Editors & Society of Authors members
\$ 360 Non-members

Lunch and refreshments are included on this course.

To Register:

Fill in the **Registration/TAX INVOICE** form at <http://www.publishers.asn.au/training.cfm>

and fax FAO Dee Read to 02 9281 1073

or email to dee.read@publishers.asn.au