

The Queen of CASH FLOW

For IPA member Tracey Loubser, a genuine love of small business has allowed her own practice to flourish

by Mitchell Turner

Since relocating from South Africa, Tracey has cooked up a recipe for success to ensure that public practice accountants are in the perfect position to make their own business advisory shift.

After completing her honours degree at the University of KwaZulu-Natal, she began her accounting career within the big four at Deloitte, and was immediately drawn to the variety and environment that public practice presented, namely the plethora of small businesses she would encounter on a daily basis. After a brief hiatus dabbling in corporate accountancy, handling risk, as well as financial and management accountancy, Tracey decided that a change of scenery was needed for herself and her young family.

Arriving in Western Australia, Tracey began working with small business

owners, where some clear and apparent issues began to catch her attention.

"I found that the conversations I was having with small business owners were really about the frustrations that they had; they didn't really understand what was happening with their accounts, what was happening in their business money-wise."

What began as bookkeeping work for her small business clients quickly morphed into financial performance management, with Tracey taking on a more hands-on approach to small business, a method that would eventually become her business as it stands today: Confident Cashflows Plus. A rigorous process over the course of six years has allowed Tracey to fine-tune her templates and processes, giving her a blueprint for small business success, one that she is more than willing to share with her

fellow IPA members to ensure that they are on the same path to success.

The perfect fit

Tracey notes that the IPA provided the perfect introduction to a professional accounting body within Australia. She undertook her initial skills assessment under the previous NIA. The relationship blossomed from there as Tracey and her family quickly began to settle into the Australian way of life, although some South African traditions remain just as strong as ever. "We just prefer to cook on an open fire instead of a BBQ," she jokes, "but other than that it's much the same!"

Tracey soon learned that the institute shared her own love and passion for small business. "I'm just really lucky, I chose the right organisation and it worked out perfectly," she says, "I think the thing I love the most about