

Young, professional and looking to the future

*Adam Campbell
AIPA plans to use the
IPA Program to build
his knowledge and
further develop his
professional profile.*

Photography by Jarrod Barnes

Name: Adam Campbell
Position: Business services manager
Organisation: Rose Corporate Accountants
Age: 29
Location: Melbourne
IPA status: AIPA

Q What attracted you to study commerce?

I've had an interest in numbers since I was young, but I didn't make a decision to enter accounting until a few years after graduating from high school.

Unsure if I'd enjoy this field, I first completed a Diploma in Commerce. This confirmed the career path I'd been thinking about, and I went ahead and completed my Bachelor of Commerce at Deakin University.

Q What skills did you pick up from your first jobs?

My first full-time job was with a legal firm. This gave me extensive knowledge of the professional practice industry, and I learned how to work under pressure and manage multiple tasks. Working in a small accounting practice while also studying part-time gave me hands-on experience and exposure to the industry. I quickly learned on-the-job people skills and also the technical skills required.

I believe the quickest and best way to learn is to be thrown in at the deep end. You'll either sink or swim to safety. This was my attitude when I started in my first professional accounting practice, taking on jobs where I had no experience and trying to get as many opportunities as I could to learn.

For the past five years, I have been lucky enough to work closely with and be mentored by fellow IPA member Shane Rose. I've picked up valuable skills and techniques through our working relationship.

Q What does your job entail?

My position at Rose Corporate is business services manager.

This entails running and maintaining a portfolio of clients from a variety of industries, including the franchise sector. I am responsible for accounting and taxation advice and the preparation of financial statements and income tax returns. I am also involved with client acquisitions in areas such as corporate structure, due diligence, preparation of cash flow forecasts and profit and loss projections.

Q What are the challenges and rewards in your position?

One of the greatest challenges has been to build the necessary technical accounting skills and knowledge to become a specialist in the franchise and club gaming sectors. Watching our clients build their businesses and seeing franchisees expand to multi-site operators with our guidance and expertise is very rewarding.

I've also been working on a few projects in the gaming industry, specifically in South Australia, which is very exciting.

Q Who's your business 'hero'?

Although I've never met him, it would be the entrepreneur/businessman Michael Gudinski. He had some great business ideas that all took a lot of hard work and time to succeed. And 35 years on from his first successful business venture, Mushroom Records, he is still a recognised ambassador for the Australian music industry.

Q What motivated you to enrol in the IPA Program?

I've always planned to complete my professional education and become a member of a recognised body. It was an easy

decision with the IPA rebranding and increased recognition throughout the industry. Also, working closely with Shane Rose gave me an insight into the IPA community.

Q What's your five-year plan?

My plan is to complete the Graduate Diploma in Professional Accounting with the University of New England and achieve MIPA status. At the same time, I plan to continue to develop my corporate profile and networks while increasing my portfolio of clients.

I see there are opportunities in specialising in a business niche, and I'd like to become a recognised specialist within the club and gaming industry, as well as the franchise sector.

Q How do you maintain a balance between work and family life?

Each day, I create a list of tasks and I make sure I complete these by the end of the day so I can leave the office and spend time with my wife and baby son.

I have many interests outside work, including sport and fitness, the arts, cooking and travel. I really enjoy my weekend and try to do as many outdoor activities as possible with my family to keep a healthy balance between work and play.

Q What is your philosophy?

To 'do less better'. Make sure you get right what you're trying to do and not do too many things at once. It's no use working at 50 per cent efficiency on two jobs, when you can achieve 100 per cent on one. I take this philosophy into everyday tasks. ○

