



Martin Wakefield director Hamish Moorhead.

Martin Wakefield: stay on top of your farm finances

HAMISH MOORHEAD
Martin Wakefield director

Martin Wakefield has a monthly reporting process to clients that keeps it in contact with the client and keeps clients up to date as to how their season is progressing. Regular reviews back to budgets and forecast cashflows follow on from this.

Our work with clients is not just about GST and tax returns; they are merely a by-product of the monthly reports we provide.

We also work closely with clients to assist them through farm succession, farm development, refinancing and budgeting.

Our farming clients include dairy, sharemilkers, sheep, beef, deer, crop and honey.

Just like any business we find that getting out and visiting clients on their farm is an essential part of understanding their business and how it operates in order for us to give effective advice.

We have a significant number of dairy farmers and sharemilkers in our client base, which enables us to make direct comparisons between businesses of income and costs per hectare and per KgMS. There has been considerable focus on costs over the last couple of years, and we have been able to talk clients through the areas where they can make cost improvements.

We work with clients using Banklink, Xero and Cash Manager Rural, but we find Cash Manager Rural to be the software that provides our clients and their other



Loves the land . . . Martin Wakefield director Hamish Moorhead brings plenty of experience to the rural sector. PHOTO: SUPPLIED

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advisers with the most useful, up-to-date information — and in a format that is easy to understand. The budgeting tool especially is very useful, with the ability to easily run numerous scenarios.

We are part of NZ CA, an association of independent chartered accountancy practices with members located throughout

New Zealand. Its mission is to help its member firms improve their business delivery to their valued clients. Being part of NZ CA enables us to draw on the considerable expertise of a much larger organisation while maintaining client confidentiality.

NZ CA is a gold sponsor of the 2018 Dairy Business of the Year.



MARTIN WAKEFIELD LTD



CHARTERED ACCOUNTANTS AUSTRALIA - NEW ZEALAND



Proud to be part of NZCA gold sponsorship of the

WE SPEAK YOUR LANGUAGE

Our rural backgrounds, specialised knowledge and understanding of the agricultural sector allow us to take a down to earth approach to the specific issues that are unique to farmers including business plans and succession planning.

TIMARU: 26 Canon Street, Timaru T 03 687 7122

CHRISTCHURCH: 29 Acheron Drive, Christchurch T 03 343 4012

E reception@martinwakefield.co.nz www.martinwakefield.co.nz

DAIRY BUSINESS OF THE YEAR



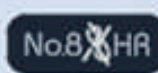
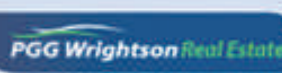
Dairy Business of the Year (DBOY) provides farmers with the opportunity to undertake a high-level analysis of the KPIs within their business that drive profitability, resilience and sustainability, whilst benchmarking themselves against their counterparts. In addition, there is the opportunity to win great prizes, plus the added benefits that come with being engaged with other leading dairy farmers through networking and organised DBOY events.

Find out more at www.dboy.co.nz

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