

## MEDIA RELEASE

### Experienced management the key to recession proofing businesses

**Sydney 1 December, 2008:** Having an experienced management team in place will be a key to survival for many small-to-medium businesses in the current economic downturn, according to company director and business expert Andrew Blunden.

Mr Blunden, who has held roles as Chief Financial Officer, Company Secretary and Director for listed and privately owned companies including Sonic Healthcare and Computershare, said businesses with a good team in place are likely to do well, despite all the doom and gloom in the economy.

“It is no secret that having the best people managing your business is key,” said Mr Blunden, now managing director of Part Time Professionals, which sources executives for businesses needing experienced management support. “Having an experienced and reliable team of people will ensure that businesses make all the right decisions in this tough environment.”

In a timely response to the financial crisis, Part Time Professionals has just released a white paper for business owners, managers and entrepreneurs that reveals the secrets about how any business can afford a great management team. Downloadable from [www.21stcenturymanagement.com.au](http://www.21stcenturymanagement.com.au), this free report provides an easy-to-follow roadmap to build the best management team in your business.

“Up until now, business owners thought that having the best management team was only the privilege of large and established “blue chip” corporations” Mr Blunden said. “Having worked with many fast-growth business success stories over the last 25 years, it’s about time this myth was exposed.”

Part Time Professionals was established to introduce quality and affordable accounting talent to Australian businesses. Now representing over 200 experienced accounting professionals – including former partners of Big Four chartered firms and former CFOs of ASX 200 companies – it knows how to introduce top executive talent into business.

“We created our unique solution because many companies were still struggling to afford top in-house accounting and executive talent. Our research highlighted the problems with franchised accounting resources, professional firms seconding their employees and off-site outsourcing of accounting functions. These old solutions weren’t perfect. Our business was established to give companies a better solution.”

**About Part Time Professionals:**

Part Time Professionals was established in 2006 and now represents over 200 qualified and experienced CFOs, financial controllers, accountants and other executives who are seeking both part-time and project assignments.

Through its unique Australian business model, Part Time Professionals introduces members of its CFO Network to prospective clients with an aim of providing the most experienced accounting talent to business in the most affordable way. At the same time it provides administrative services and marketing support to all its members, together with its exclusive Member Benefits program.

**About the Managing Director, Andrew Blunden:**

Andrew Blunden has spent over 25 years assisting fast-growth companies to maximise their value in the Australian marketplace.

He has held roles as Chief Financial Officer, Company Secretary and Director for both publicly listed and privately owned organisations that include Sonic Healthcare Ltd, Computershare Ltd, Sunshine Heart Inc., Proteome Systems Ltd, Lan Systems Pty Ltd and Serco Australia Ltd. He has also held executive roles in the fields of Finance, Company Secretarial and Human Resources.

In 2006 Andrew co-founded Part Time Professionals ([www.ptprofessionals.com.au](http://www.ptprofessionals.com.au)), a company that provided a unique solution to the skills shortage through the provision of part-time executives, accountants and managers throughout Australia. During the current financial crisis, the affordability of the part-time solution is particularly relevant. As an experienced 'Part Time Professional' himself, Andrew is also passionate about encouraging business growth and development and is a founding Director of Pittwater Business Limited - a not-for-profit company with over 300 business members that was formed to support the growth and development of sustainable and successful business in Sydney's north.

Mr Blunden holds a Bachelor of Commerce (Newcastle University), a Corporate Directors Diploma (University of New England) and is a Member of the Australian Institute of Company Directors, Institute of Chartered Accountants, National Institute of Accountants and the Financial Executives International.

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