

## Compliance Essentials' E-Bulletin February 2013

### The Compliance Issue

**Why** is compliance an issue? There is no easy answer to that question neither an easy answer to understand why business sometimes fails to see that being compliant is definitely a win win methodology.

[More...](#)

### What's in a Name?

A business is identified by its name (its brand) and the popularity of the business name and the credibility of the business behind it are fundamental keys to success. Give protection to your brand name by registering your trademark but that in itself is not sufficient protection; to maintain that success a business must take all steps possible not to tarnish its reputation <http://www.complianceessentials.com.au/whats-in-a-name/>

### Compliant Advertising

In a highly competitive market where money is in short supply there is the temptation to use all possible means to attract customers. But contravening trade practices can result in high penalties as well as damage to reputation. [More..](#)

### Human Resources

The Fair Work Act was amended as of January 2013, changing the name of Fair Work Australia to the Fair Work Commission as well as effecting other legislative changes of which employers need to be aware: <http://www.complianceessentials.com.au/fair-work-act-amendment/>

### Products

An easy to understand tool to assist all organisations with debtor management, ***The Intelligent Guide: Successful Debtor Control*** is available in e-book format, complete with a sequence of reusable standard chase letters. Find out more from our website at

[www.complianceessentials.com.au/Products](http://www.complianceessentials.com.au/Products)

### **A new addition to our product and services:**



Compliance Essentials is now a Channel Partner of Accredo, up to date and great value accounting and management software: [www.complianceessentials.com.au/Products](http://www.complianceessentials.com.au/Products)

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