



L to R: Chris Ganfield, Daniela Marsh, Elmarie Gebler & Graham Caldwell

For more than 40 years the dedicated WHK team have been offering north Queenslanders advice on achieving a better life. **CityLife** caught up with Elmarie Gebler and Graham Caldwell to find out how their thriving firm plans to tackle 2009. Photography by Heidi Backhouse.

WHK offers advice for a better life, tell us more? Our philosophy is based on providing clients with the specific services and support they need to succeed. We refer to this as our whole of service approach. Within our team exists a wealth of knowledge and experience, skills that we can draw on to realise a successful outcome and solution, no matter what the question or issue. We take enormous pride in offering more than the fundamental areas of accounting, audit and taxation, with our capabilities extending to business advisory, coaching and professional development and financial planning. We have a genuine interest in our client's professional and personal well being and believe a close partnership is the secret to their success and ours.

Tell us about your new home at WHK House. The relocation to WHK House was a long time coming and we are excited to finally have our entire team collaborating under the one roof. Our overall objective was to provide a comfortable, conducive work place, while presenting a fresh, innovative environment to our valued clients. We are thrilled this goal has been

realised with our team united in the new surroundings and our clients in awe of the setup, especially the break out area, which has to be seen to be believed. There are also two dedicated training rooms where our learning and development team manage a variety of programs. These facilities boast state of the art AV equipment and are available for hire to other local businesses and organisations.

Your business is people oriented, any advice for team leaders? Communicate, communicate, communicate. An investment in your team ensures people are on board, empowered with a business plan and possess a passion to strive for the ultimate goal. It is imperative that business leaders convey this vision to their team. It's also time to be creative and we suggest that leaders gather their teams and spend time thinking and exploring new ways of approaching simple opportunities. Small improvements often result in big outcomes.

It is predicted 2009 will be a challenging year for business, what advice can you offer?

While there is a lot of doom and gloom currently in the marketplace, there are still a lot of opportunities out there. Going into a holding pattern to ride out the storm is akin to sticking your head in the sand. Now is not the time to be complacent, now is the time to drive your business and pursue the possibilities in your market. Our advice to business is always to be smart with your money. It's about revisiting your vision and purpose to review what is working and what is not, before making the appropriate adjustments to achieve maximum results.

What's in store for WHK going forward? We will continue to invest significant resources into developing and improving our business. Our focus remains on continuously striving to exceed client expectations. All team members are encouraged to spend one-on-one time with their clients. We are often told what we can do to help our clients and we need to continue to listen to them and develop strategies that offer solutions to their problems. Ultimately we will be measured by our client's successes. CL