

Musicians, Artists & Accountants



**LINDA
McGOWAN** Pty Ltd
Strategies & Solutions for Business

"The harsh reality is that enthusiasm, money, talent or a great idea is not enough to guarantee success in the music industry. Like a chess game, to succeed you need to make the right opening moves and we are passionate about helping musicians and artists make the transition into their own business".

Linda McGowan CPA

Here at Linda McGowan Pty Ltd we have been providing accounting, tax and financial planning solutions to musicians and artists for over 15 years. Our clients span the whole musical spectrum - solo recording artists, bands, songwriters, publishers, studio musicians, freelance classical musicians, well known pop groups, music and instrument retailers plus small record labels.

While you won't find Linda McGowan's face on the front of a CD cover, she always strikes the right note with her musician clients! In fact, the music industry has become a real niche area within our accounting practice. Our in depth knowledge and understanding of the music industry stems from Linda's husband's involvement in a band spanning several decades. We recognise that you invest heavily in your craft and that your world is evolving with uploading music to the internet and virtual distribution costs with iTunes etc.

We provide our musician clients with so much more than just tax returns. Our client brief includes helping you convert your creative capabilities into profits and growing your personal wealth using tax effective strategies.

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"The musician's world is fascinating for an accountant because of the potential different sources of revenue including publishing, recording, merchandising and touring. We know that the small struggling band could be tomorrow's star but it all starts with the right opening moves. Talk to us today about 'taking care of business'".

Linda McGowan CPA



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1st Floor, 52 Holmes Street
Brunswick VIC 3056

Tel: (03) 9383 2700 Fax: (03) 9383 2706

Website: www.lindamcgowan.com.au



Our knowledge and understanding of musicians and performing artists has enabled us to develop a portfolio of services that meets your needs including:

- Advice for Business/Bands Start-Up
- Spreadsheets and Tools including a Start Up Expense Checklist and Templates for your Business Plan, Business Card and Letterhead
- Advice and Establishment of Your Business Structure
- Business Registrations including ABN, TFN, GST, Work Cover etc.
- Preparation of Business Plans, Cash Flow Forecasts and Profit Projections
- Accounting Software Selection & Training
- Preparation of Finance Applications for Bank Finance
- Advice re Claiming Car or Van Expenses
- Preparation and Analysis of Financial Statements
- Bookkeeping and Payroll Services
- Tax Planning Strategies
- Marketing Audit including the establishment or evaluation of your branding, brochures, website and social media strategies
- Advice and Assistance with the Development, Content and SEO of your Website
- Wealth Creation Strategies and Financial Planning Services
- Industry Benchmarking
- KPI Management
- Business & Risk Insurances
- Vehicle & Equipment Finance
- Recession Survival Strategies
- Advice regarding Employee Relations and Workplace Laws
- Business Succession Planning

Call us today on (03) 9383 2700 to discuss how we can help you grow your music business, your profits and your wealth.