

# The Advertiser

Business News

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## **Getting back to basics in Adelaide**

by Alexandra Economou, Business Reporter  
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AFTER three years in Sydney, Annie Flannagan has returned to Adelaide, the launching ground for her firm Better Business Basics.

Now operating in Adelaide, Sydney and Melbourne, BBB had continued to be in demand for its bookkeeping and financial services.

Ms Flannagan said she went to Sydney to ensure the business was well established in that demanding market.

“We took everything we had learned from here (Adelaide) and what we set up here is not a lot different to the east coast,” she said.

“What’s different between Adelaide and Melbourne and Sydney is how they do business. “Queensland is next on the list for BBB.”

She said BBB had achieved 40 per cent year-on-year growth in the past four years, part of which could be attributed to its low-overhead business model. It had also encouraged her to enter this year’s Telstra South Australian Business Awards.

All BBB staff operated independently, using cloud computing, and worked from their client’s offices when needed.

This avoided the need for BBB offices and the associated costs such as rents and utilities.

“I was told it couldn’t be done and other businesses wouldn’t take us seriously,” Ms Flannagan said.

“To survive we required a business to be agile and flexible with the ability to read trends almost as they happen.

“We do a lot of remote work and one of the things that I’m interested in is working with people in regional areas.”

BBB currently employed 25 staff, many of whom were parents and benefited from flexible work arrangements such as part-time hours.

Such flexibility was a major reason why Ms Flannagan established BBB in 2006.

She also offered staff a company profit share program which she said helped motivate employees to go above and beyond their basic job description.

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