

Professional Profile of Catherina McInnes

With an inspiring career spanning over 25 years, Catherina Mc Innes is a dynamic, talented business professional who has founded and operated several successful and profitable businesses. She is a trailblazer who sees the business world in an innovative way pushing boundaries and achieving results. Her professional success has led to nominations for Young Business Women awards, media recognition and several accolades in helping hundreds of small businesses.

From humble beginnings in marketing, media, administration and bookkeeping roles, the new millennium started Catherina's transformation into the business woman she is today.

In 2000, she launched her first business, a specialised recruitment agency providing businesses with reliable and skilled bookkeeping and administration staff. Her remarkable intuition for anticipating her clients' needs became evident; employing a team of 3 resulted in significant commercial growth, and the business was sold in 2005.

In 2007, Catherina established *Bookkeeping 4 Your Business (B4YB)* which was created to link small business owners in Brisbane with highly skilled, qualified and experienced bookkeepers, registered as BAS agents. Due to her passion for delivering results, demand increased and B4YB expanded into Sydney and Melbourne markets

While continuing to build B4YB, Catherina attained numerous qualifications including Certificate IV in both Bookkeeping and Small Business Management; became a Registered BAS Agent in 2010, with the Tax Practitioners Board (TPB) and a member of the Australian Association of Accounting Technicians Australia (AAT) in 2009.

Catherina's innate ability to select, manage and retain a talented team of bookkeepers, along with the hassle-free and seamless operation provided to clients, was pivotal to B4YB achieving great success. By 2013, she had employed a dynamic team of 15 staff members across Brisbane, Sydney and Melbourne. In the same year, Catherina sold B4YB achieving a sale price which was 25% higher than the industry norm. The business continues to thrive, demonstrating that a good foundation lies at the heart of a successful future.

Catherina is devoted to her ongoing education and learning, in 2014 she completed the Certificate IV in Training and Assessment, Vocational Education and Training (VET), training students primarily in finance and business units on behalf of various Registered Training Organisations (RTO).

In 2015, she re-ignited her studies with the University of Newcastle (UON). In 2016 successfully gained entry into the Masters of Business Administration (MBA) post graduate program; with her subsequent acceptance as a member (MIPA) of the Institute of Public Accountants (IPA), Catherina graduated in 2018, awarded the post graduate Certificate in Business Administration and will finalise her MBA, stage 2 with Deakin University (DU), in 2019.

2016 was an interesting year for Catherina, bringing personal awareness of her differences and strengths. Catherina had always known that she processed information differently, being hyper focused and making connections others may not always see. *It is these differences she learned to harness the power of the brain that resulted in her inordinate ability to problem solve.* This combined with her visionary excellence, passion and business acumen makes her a powerful achiever.

Catherina felt compelled to share her business expertise with others to provide innovative solutions and outcomes. Commencing her career in not-for-profit (NFP) and community sector, she returned, in 2015 to assist organisations now operating in the National Disability Insurance Scheme (NDIS) arena to navigate the framework. While the NDIS is a new 'business' model for the community sector, Catherina recognised that introducing fundamental systems and processes that work well in the business sector, would be highly beneficial, and vital in the evolving NDIS marketplace.

Catherina's big picture thinking and ordered approach has an intrinsic benefit to any business she works with, so the opportunity to bring this approach into other emerging sectors motivated Catherina. She streamlines and improves processes to deliver a substantial financial uplift to the organisation. *She uses her energy and expertise to develop new strategies, as well as a revolutionary online platform to inform, educate and empower, businesses and individuals with personalised data was a significant achievement, and one that planted the seed for her innovative service.*

In 2017, Catherina joined the International Institute of Business Analysts (NBA), including the Australian and NSW chapter, re-partnered with Xero as a certified advisor, registered as a NDIS Plan Management Service and launched her latest business venture, *Planting the Seed, a new kind of service.*

At the heart of *Planting the Seed*, there are six key services delivered to capitalise on her unique set of abilities to assist a diverse range of businesses. In particular, Catherina's ability to filter masses of complex information, and communicate only the essential elements to individual's and business is a time and cost saving asset.

Through *Planting the Seed*, Catherina streamlines the process for businesses to become a registered service provider within the NDIS. She also provides efficient plan management service to NDIS participants, with a myriad of engagement and accessibility options. Self-management capacity building services is her specialty empowering participants who choose to self-manage, or plan too. Catherina assists in building the skills needed to self-manage budgets, make informed decisions and plan for the best outcomes. For those who need advocacy support, Catherina is the voice of empowerment.

Powered by the business analysis body of knowledge (BABOK) change management consultancy, coupled with a professional bookkeeping service is the passion behind Catherina. *Facilitating transformation, transcending businesses and individual's into feeling of empowerment through the process of change, recommending solutions that deliver value to all stakeholders is her gift.*

Catherina's self-development journey has continued in 2018 with re-establishing connections with MYOB as a partner, promoted to Public Practice member by AAT in recognition of her years of experience, formal and professional capabilities. Gained member status (MIPA) with the internationally renowned Institute of Public Accountants (IPA), and awarded the Public BAS Practitioner Certificate, and is an associate (AFA) of the Institute of Financial Accountants, UK (IFA)

On a personal note, Catherina's biggest love is her son, who she draws strength and inspiration from every single day, and was the motivation to launch her first business. She enjoys nourishing her mind, body and soul while being forever devoted to learning and exploring what life has to offer her.