

# BEAN COUNTING

2IC Management

Information provided by the  
Institute of Chartered Accountants Australia



Catherine Gurr and Geoff Richmond 2IC Management.

Photo Kate Elmes

## History

2IC Management has been operating since 1994. With a focus on consultancy services, 2IC Management aims to help clients surpass their goals. This mainly involves profit improvement but there are often other key performance indicators that owners are interested in such as helping clients to work on their business rather than in it.

2IC has a staff of 19 and many of them have been there for a decade. Beginning with just two, and working out of serviced offices, 2IC Management now has its own premises at 82-84 Melbourne St.

## Partners

Geoff Richmond is the sole principal of 2IC

Management having originally co-founded Sims Richmond in 1979. He established 2IC Management as a consulting focused practice in 1994. Concentrating on small business has meant he has unofficially been on the board of many small businesses as their "2IC".

## Staffing

2IC Management has built a team of 19 full and part-time staff who have the flexibility to work from either home or the office.

## Areas of specialty

2IC Management provides financial and business management skills in areas, including taxation and financial risk that can cause problems for businesses.

## Recent projects

2IC Management recently became a member of the 10X Business Coaching Network, headed by business coach Catherine Gurr. The company can also offer succession planning advice. 2IC does not charge

## What makes your firm unique

by the hour and only uses timesheets if there is a specific legal requirement to do so – a measure that businesses appreciate. All projects are negotiated at a fixed rate before any of the work commences. 2IC Management's team can focus on getting the best result for the client and not how long the job will take.