

Ms Rana Jewell

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Current position

Principal Beneath the Surface. Taxation, Accounting
and Lifestyle Consultancy

Qualifications

- 2005 Master of Counselling
Queensland University of Technology
- 1997 Bachelor of Business (Accountancy) with Distinction
Queensland University of Technology
- 1988 Associate Diploma of Business (Marketing)
with Highest Achiever Award
Kangaroo Point College of TAFE

Professional memberships

National Tax and Accountants' Association
Taxation Institute of Australia
National Institute of Accountants

Current board and committee appointments

Queensland Divisional Councillor, National Institute of Accountants
Founding Convenor of the North-West Brisbane Forum of Accountants

Employment

- 1999 –current **Principal**
Beneath the Surface. Managing accounting and taxation practice combined with lifestyle consultancy.
Key achievements: Owning/managing a successful small business, while studying a Masters in Counselling with logical and analytical tax law and writing a book entitled “Can a Saver and a Spender live in Harmony?”
- 1997 – 1999 **Assistant Accountant**
Rod Baker and Co, Chartered Accountant
- 1993 –1997 various **payroll and bookkeeping** positions while studying for a degree in accounting (part-time)
- 1991 –1993 various self-employed positions
Scuba diving instructor. Teaching and taking full responsibility for the safety of scuba diving students – from beginner to experienced divers.
Public Speaker. Delivering a series of lectures on ‘Balancing Quality Lifestyle and Financial Well-being’.
Well-Being Instructor. Teaching therapeutic massage and relaxation techniques to cancer patients at Wesley Medical Centre.
Office Administrator. Payroll and bookkeeping duties for Auchenflower. Assisting individuals, trusts, companies and partnerships with taxation returns.
Key achievements: During these three years, I had time to reflect about what was important to me. The pendulum swung from extreme corporate lifestyle to extreme new age lifestyle and it took some years to learn and appreciate the balance between health, commercialism and the need for tertiary qualifications, rather than just industry experience, lifestyle and enthusiastic passion.
- 1990 – 1991 12-month sabbatical in North America, United Kingdom and Europe.

Employment (cont'd)

1983 – 1990 **Shareholder and Financial Controller**

R Cushway and Associates (Aust) Pty Ltd. Responsible for all commercial decisions involving: sales performance and effectiveness; productivity levels of staff and overall practice; financial management, of budget forecasts, accounting requirements and reporting to shareholders and directors; administration and personnel management – including setting company policies; company image; and public relations.

Key achievements: As a founding employee and shareholder, I gained first-hand experience in setting up a company structure, implementing office systems and office policies, and managing a professional practice during times of fast growth and recession. Within the first three years of trading, the company had a turnover of \$1.6 million, 30 staff and less than 1% of bad debts. All growth was funded from cashflow without the need for an overdraft.

Hobbies and interests

Scuba diving, bellydancing, flamenco dancing, camping, writing, watercolour painting.

Career goal: Structure Beneath the Surface to enable me to focus on the taxation and accounting practice of the business for three days a week and counselling couples with financial difference for one day, leaving three days to pursue hobbies and leisure.