

## Lejo Ouwendyk Panellist at RSM Future Leaders Forum

### One of Four Panellists Chosen to Discuss "Going the Extra Mile in a Competitive Industry"

**Lejo Ouwendyk**, the 32-year-old Managing Partner of successful mid-tier accountancy firm, Kennerlys, and President of the Stirling Business Association has accepted an invitation to speak at the prestigious RSM Bird Cameron Future Leaders Forum, to be held at the Hilton Hotel on June 2.

As one of four panellists chosen, Mr Ouwendyk will provide his insight into the topic "Going the Extra Mile in a Competitive Industry" and will use the experience gained from his five years as Managing Director of Kennerlys – in this time growing it into one of WA's top boutique accounting practices – as a case-study in how to successfully grow what is essentially a generic business in a very competitive environment.

"I'm very honoured to accept the invitation to talk at this very prestigious annual event," Mr Ouwendyk said. "The RSM Future Leaders Forum has built up a very good name over the years and I'm sure that this year's event will build on the success of previous years and will be a great opportunity for me to share ideas with the other panellists and guests."

Since taking the helm at Kennerly's in 2006, Mr Ouwendyk has quickly grown Kennerlys into one of Perth's most well-respected boutique accounting practices, with turnover on target for \$2.75m this year. Mr Ouwendyk said it was Kennerly's commitment to customer service that set it apart from other firms within the industry.

"We pride ourselves on the level of personal service we provide to our clients and our goal is to become an integral part of our clients' businesses, sharing in their growth and successes," Mr Ouwendyk said. "We've found that this approach fits in very well with SME's who are looking not only for accounting services but strategic business advice to aid in their growth and development – that's where we excel," he said.

Mr Ouwendyk's passion for customer service excellence was rewarded last year with Kennerlys being a finalist for two awards in the Telstra Stirling Small Business Awards in the areas of Quality Customer Service and Community Spirit.

He was also recently presented with a coveted *WA Business News 40-under-40 award*, which was announced earlier this year at a gala ceremony held at Sir James Mitchell Park in South Perth.

### **About the RSM Future Leaders Forum**

The RSM Future Leaders group supports young professionals across various industries to facilitate networking and business development and are conducted Australia-wide.

The forums provide a platform for young professionals under 40 to meet with other like-minded successful professionals to share ideas and develop business networks.

This year, RSM Bird Cameron's Chief Operating Officer Con Abbott will be the facilitator of the event, which will commence at 5.30pm on Thursday June 2 at the Hilton Hotel in Perth.

For more details please go to [www.rsmi.com.au/about\\_us/\\_rsm\\_future\\_leaders.html](http://www.rsmi.com.au/about_us/_rsm_future_leaders.html)

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## **About Kennerlys**

Kennerlys has been supporting and providing services to prominent and successful Perth business people since its inception in the 1970's.

Specialising in Taxation, Superannuation and Enterprise Development services Kennerlys are dedicated to helping clients achieve both their business objectives and personal ambitions. Kennerlys prides itself on delivering services within a professional, approachable and caring environment where team members have the opportunity to work with clients to truly become part of their clients businesses.

The Kennerlys team is currently headed up by Lejo Ouwendyk who has been Managing Partner since 2006, and Sue Peterson who is a Senior Associate and has been at Kennerlys since its inception in 1989. Supporting Lejo and Sue are a dedicated team of professional & administration staff.