

Reader survey: the votes are in

“How did you go bankrupt?”

“Two ways. Gradually, then suddenly.”

? Ernest Hemingway, The Sun Also Rises

At Jirsch Sutherland we're obviously at the coal face of insolvency. In addition to being across the changing regulatory environment, it's crucial that we also have our finger on the pulse of the myriad of factors that can cause a company or individual to get into financial straits, not to mention the economic environment and other factors impacting our industry.

That's why we publish JS Matters, to provide our readers with up-to-date news and interesting topics around corporate and personal insolvency. Our recent reader survey was designed to gauge your interest in our content. It revealed that JS Matters is a valuable source of news about the industry and factors impacting accountants, lawyers, other advisers and their clients, not to mention company directors.



Natalie Ledlin from Ledlin Lawyers and Andrew Spring from Jirsch Sutherland.

Survey respondents told us that articles of the greatest interest were in relation to corporate insolvency news and trends and industry insights. Case studies were also seen to provide greater understanding of particular matters we've handled and demonstrate how a solution or process has helped clients. Bankruptcy also features strongly among topics that are of interest, and readers are also keen to see more turnaround stories, Safe Harbour, and global news and trends. Many of you are definitely morning people, preferring to read JS Matters then.

Jirsch Sutherland prides itself on establishing lasting relationships with accounting and legal

firms and financiers, and that's another reason why we run profile pieces on our Partners, to enable you to learn a bit more about what makes them tick – both their professional life and outside of work. We're glad you enjoy them.

We would like to thank everyone who provided their feedback – it's invaluable to help us in our newsgathering, to know what sort of angles you want us to cover in JS Matters and to enable us to further improve our offering.

Congratulations to three of our readers, who each won a \$100 donation to the charity of their choice – Natalie Ledlin from Ledlin Lawyers (Beyond Blue), Sue Wingate from Statue Financial Group (The Children's Tumour Foundation of Australia [NF Australia]), and Gavin Waring from Your Business Angels (The Smith Family).