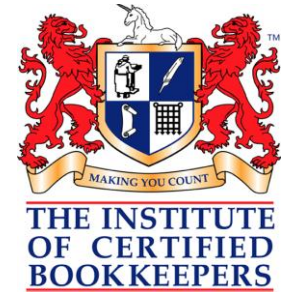


ICB 2009 - 2011 BOOKKEEPER COMPARISON SURVEY



Level 27
Rialto South Tower
525 Collins Street
Melbourne 3000

Tel: 1300 85 61 81
Fax: 1300 85 73 93

info@icb.org.au
www.icb.org.au

2009 Respondents - 429
2010 Respondents - 817
2011 Respondents - 736



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BAS Agent

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BAS Agent (cont.)

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All about ICB

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Comments

ICB herein provides a bookkeeper industry based survey based on a much larger response rate than surveys conducted by government agencies and other associations within recent years.

The survey indicates some of the “known” descriptors of the bookkeeping sector: 80% female, 75% over 40, 80% owning the bookkeeping business (45% with more than one person, 40% as sole trader. Also noting that over 70% still did not have any other **full time** employee)

It also indicated a few surprises with over 67% working more than 30 hours per week in BAS time and 45% in non BAS time (higher than expected). Those indicating they were full time were 45% BAS Time and 15% non BAS time.

The survey reinforces in many questions that the majority of bookkeeper businesses are not looking to expand nor engage other bookkeepers within their business. However our current conference series has indicated a overwhelming significant increase in the number of businesses that are now multiple person businesses.

Charge rates average out at \$40 to \$50 while paying employees or contractors of the business \$20 to \$30. Typical turnover of the businesses are in the \$50k to \$75k.

MYOB remains the significantly dominant software being used by the respondents with the satisfaction rate being significantly positive.

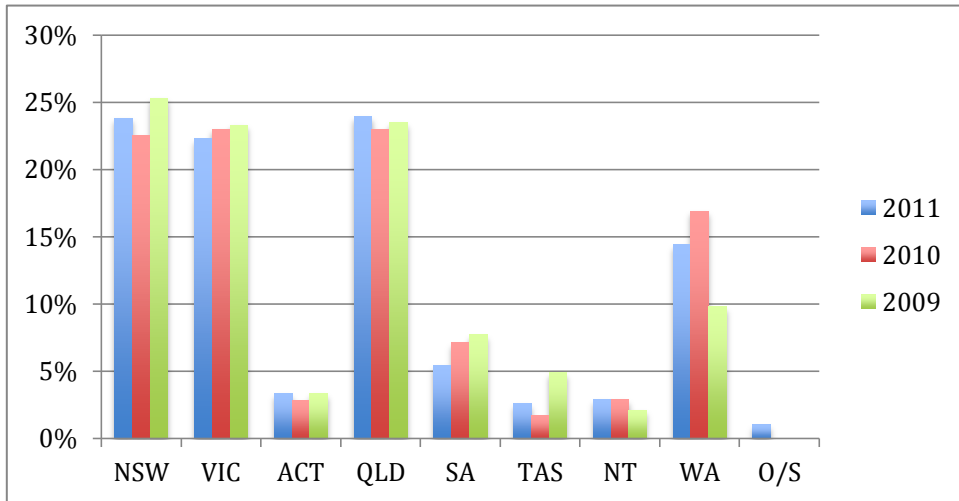
The BAS Agent regime is thought to be a good improvement with the majority 87% being registered BAS Agents. 45% did not have an “Approved Course” in order to maintain their BAS Agent status. The majority 49% said being a BAS Agent has not improved their business.

Explanations

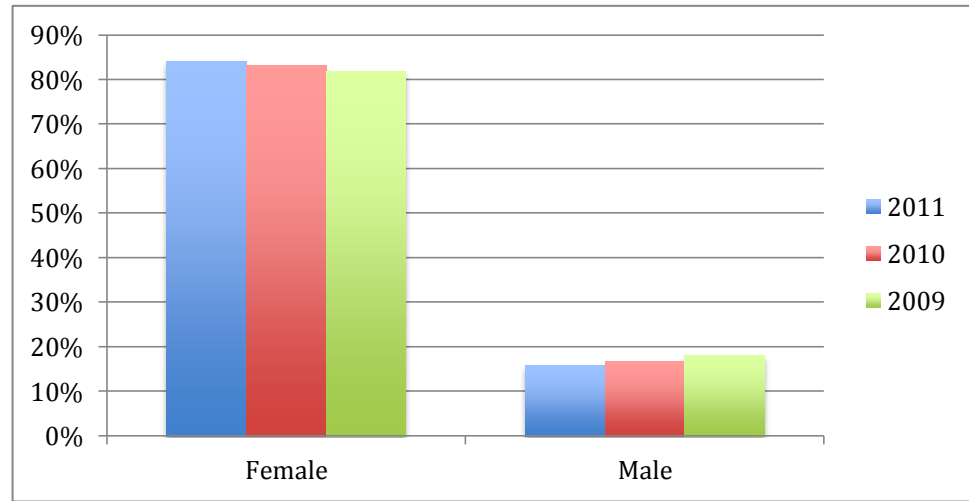
The majority of graphs are shown with the y axis as a %. This allows a direct proportionate comparison of the 2009 results with the 2010 results. Noting that 2010 had 388 more responses than in 2009. In some cases the cumulative % amounts shown do not add to 100%; this is due to not all respondents answering the specific question.

Personal Information

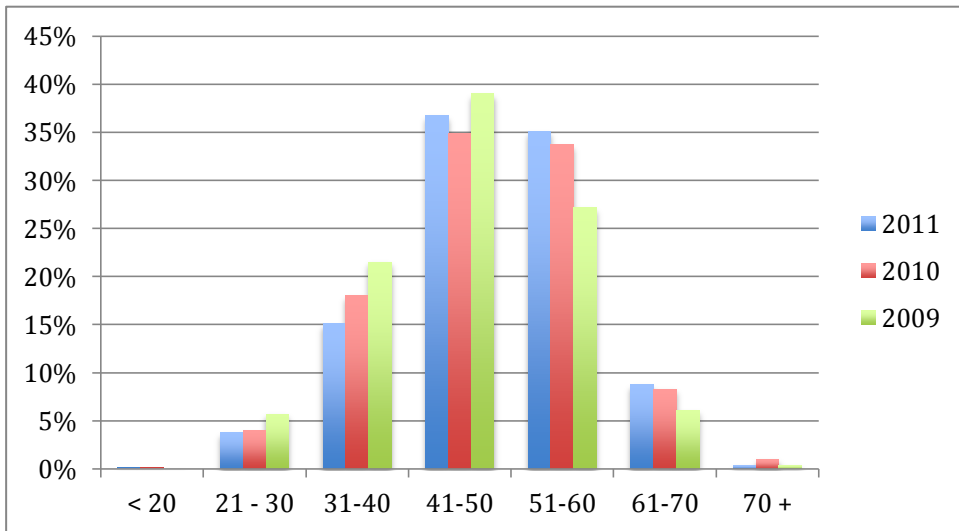
Which State or Territory are you based in?



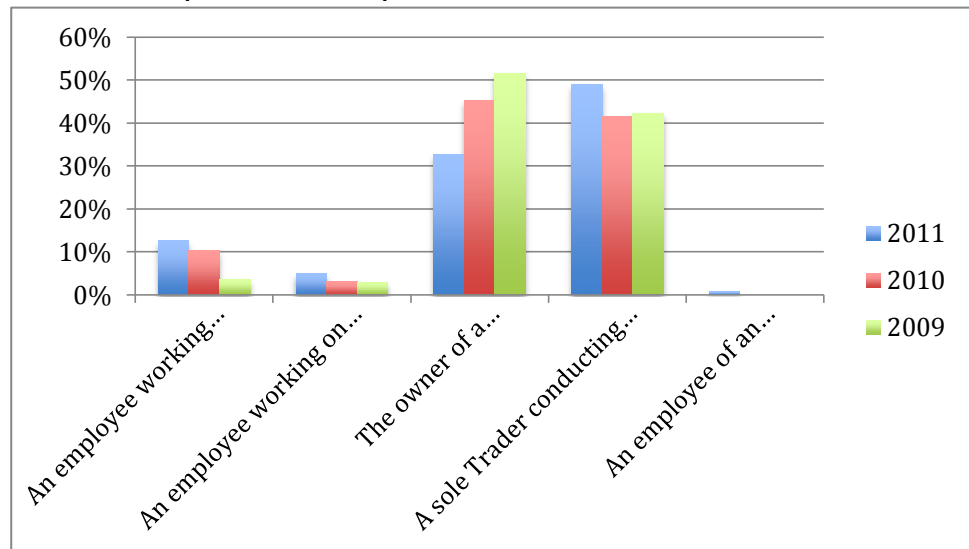
What is your gender?



What is your age?

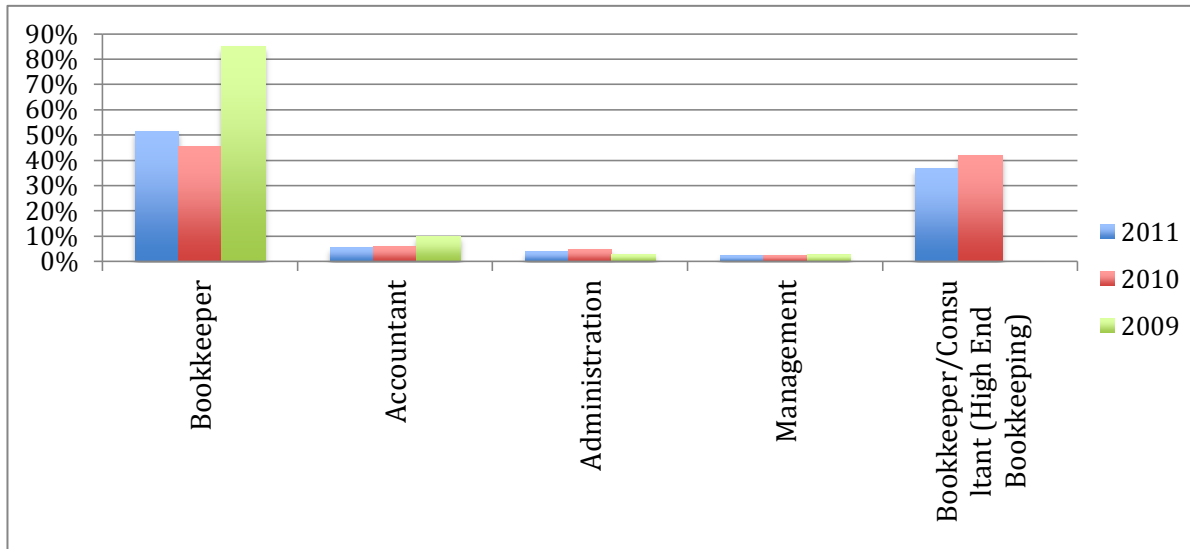


Where do you fit? Are you a...

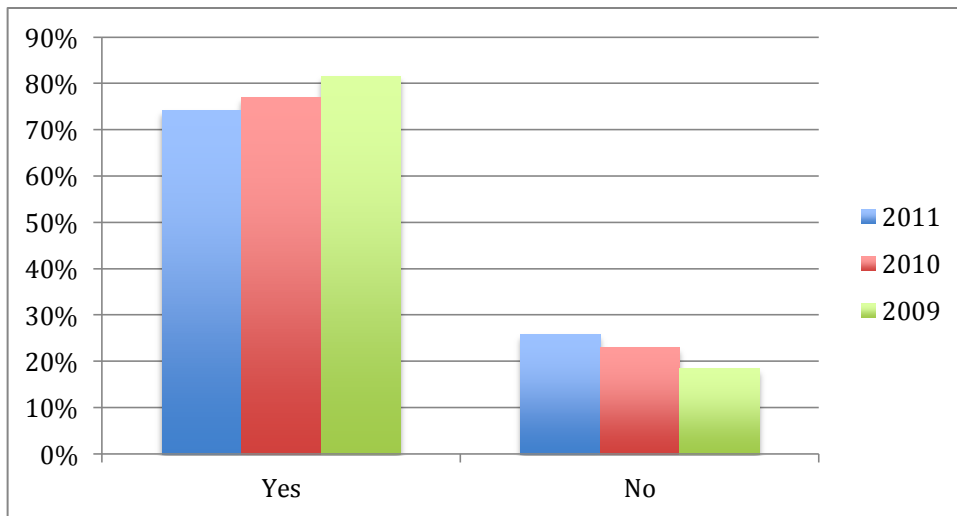


Personal Information – Con't

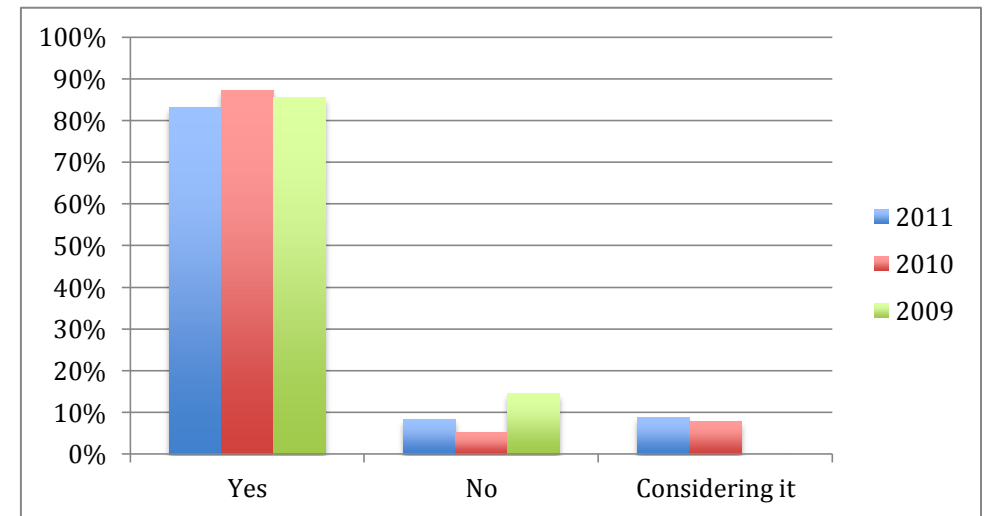
How do you classify yourself? As a...



Are you based within 100km of a capital city?



Are you an ICB member?
(Considering it not asked in 2009)

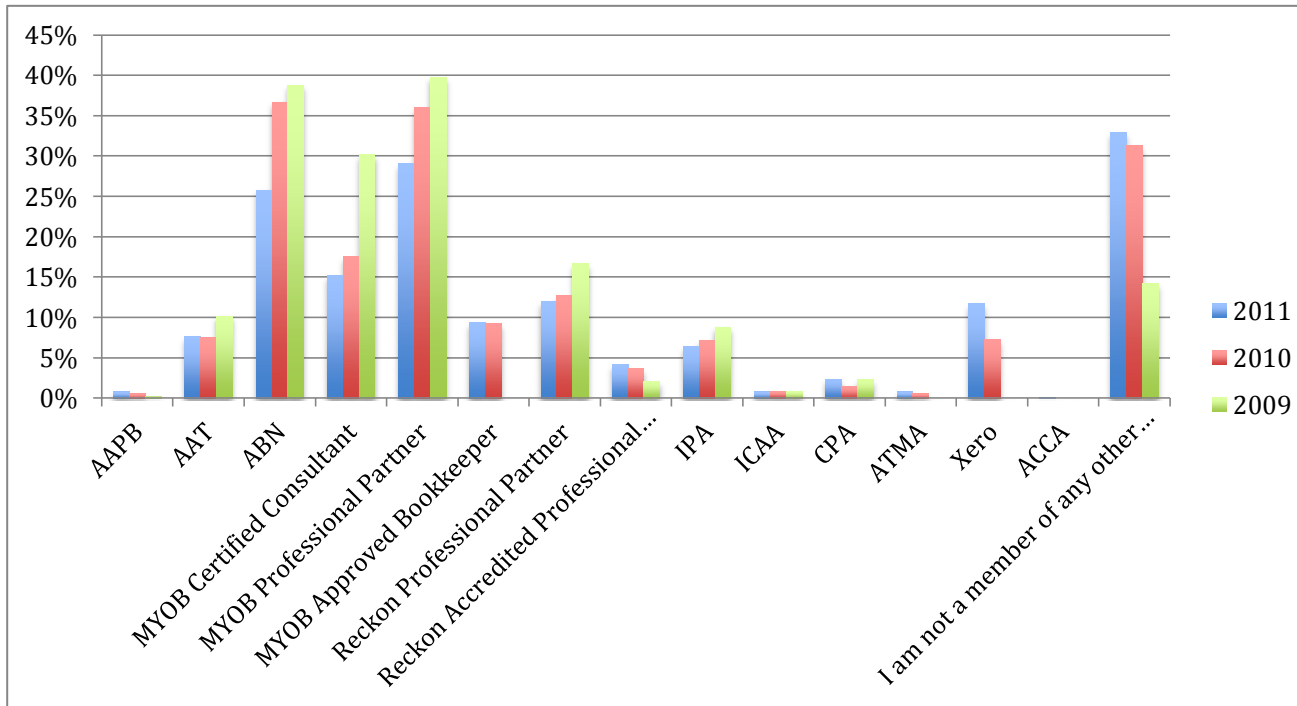


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Personal Information - Con't

What other memberships do you hold?

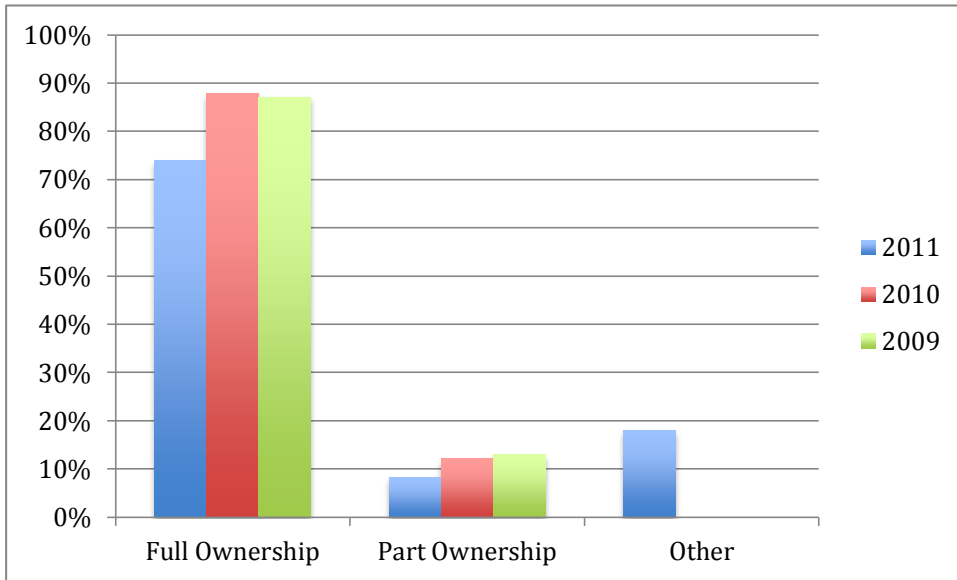


In this question the below were not in the 2009 survey:

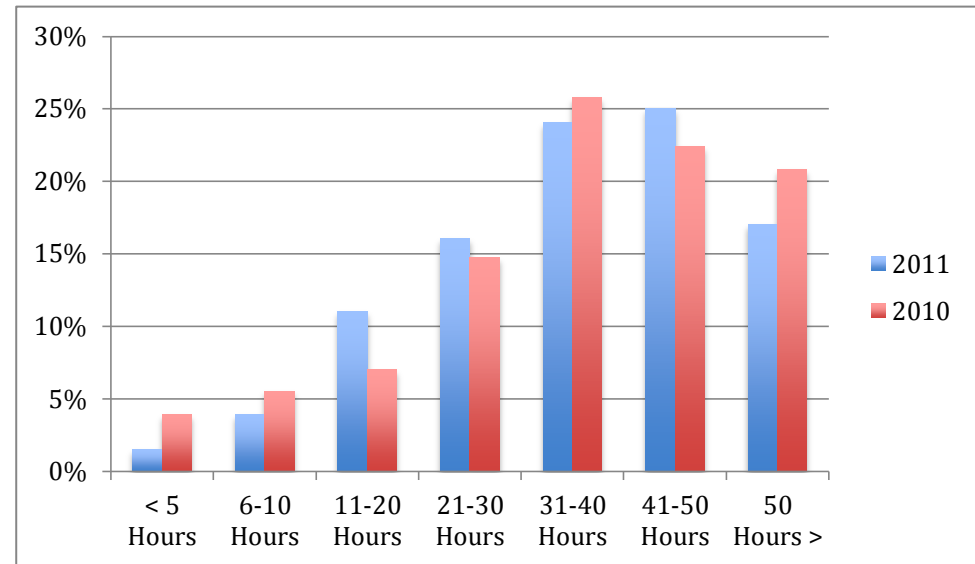
- Xero
- Approved Bookkeeper
- ACCA

Providing a Bookkeeping Service

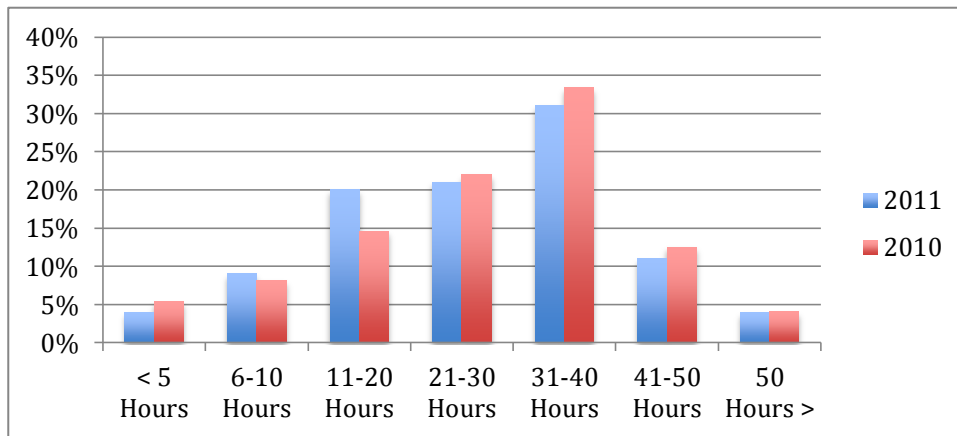
Do you have full or part ownership of the business?



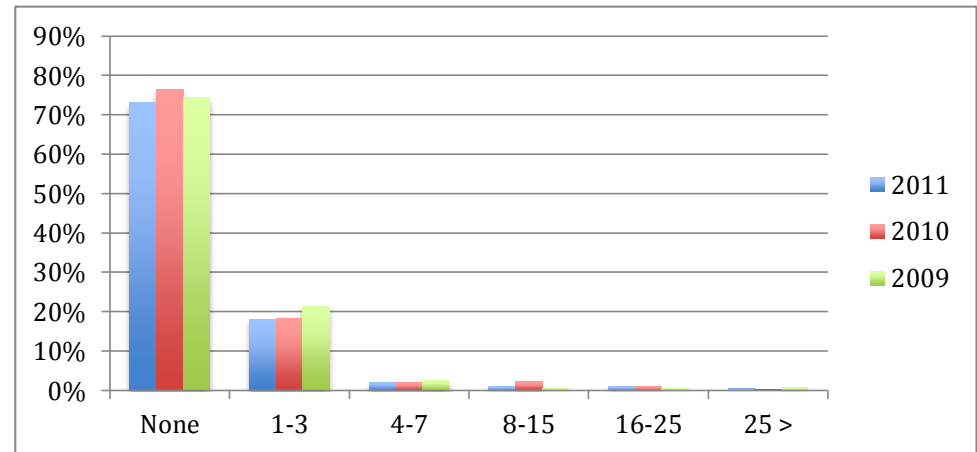
During BAS periods, how many hours per week do you work?



During a non-BAS period, how many hours per week do you work?

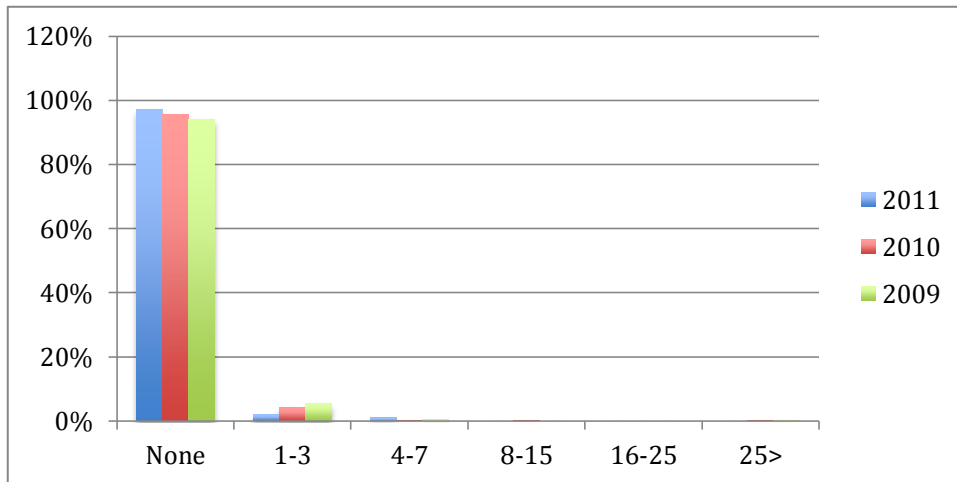


How many full time people (employees) work in your business?

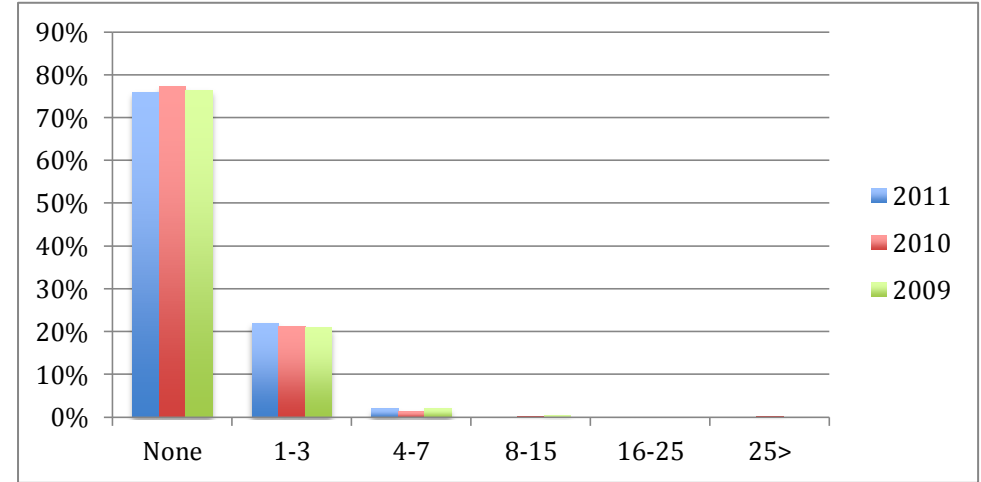


Providing a Bookkeeping Service - Con't

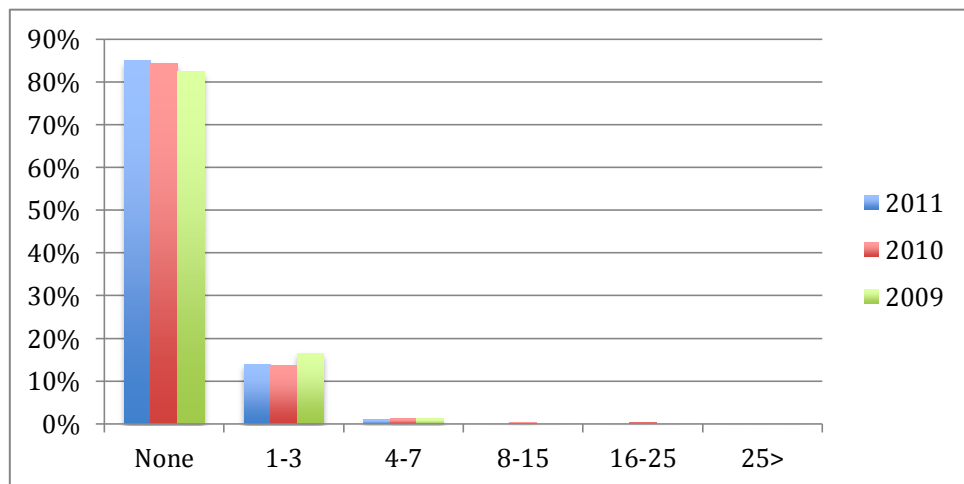
How many full time people (contractors) work in your business?



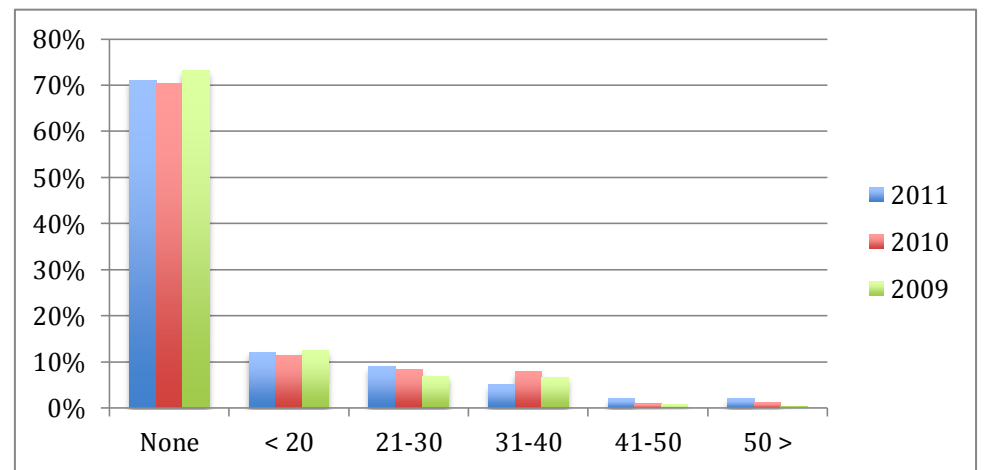
How many part time people (employees) work in your business?



How many part time people (contractors) work in your business?

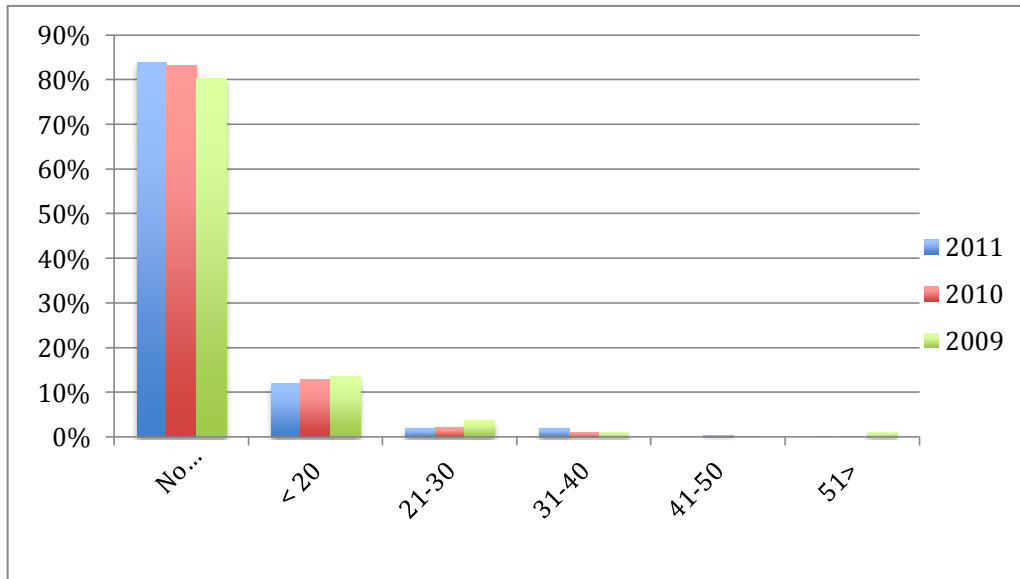


In regards to your employees, what is the average number of billable hours a week they achieve?

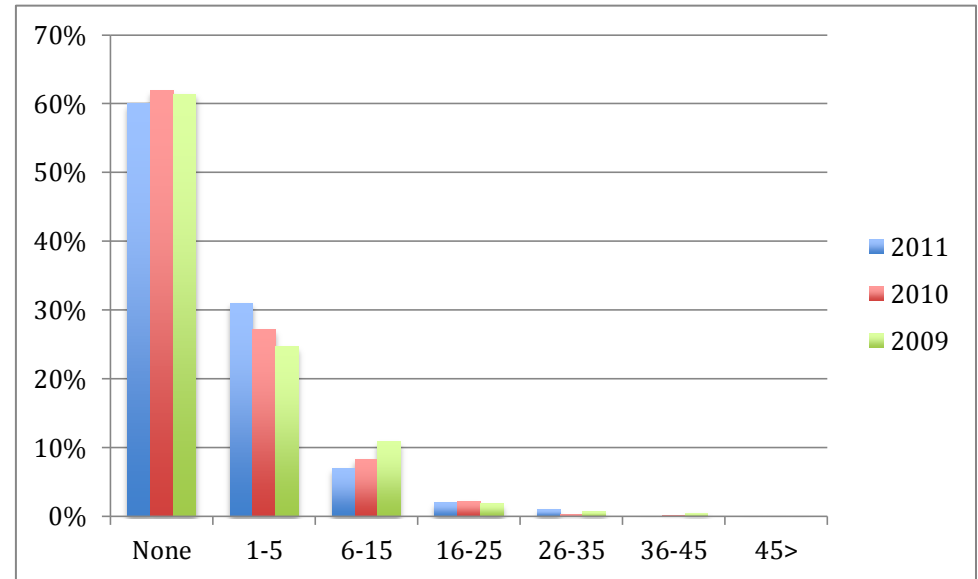


Providing a Bookkeeping Service - Con't

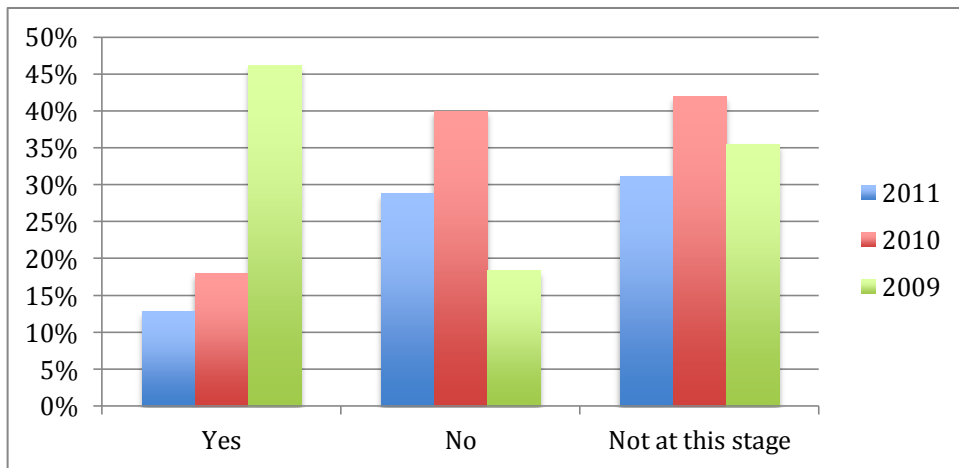
In regards to your contractors, what is the average number of billable hours a week they achieve?



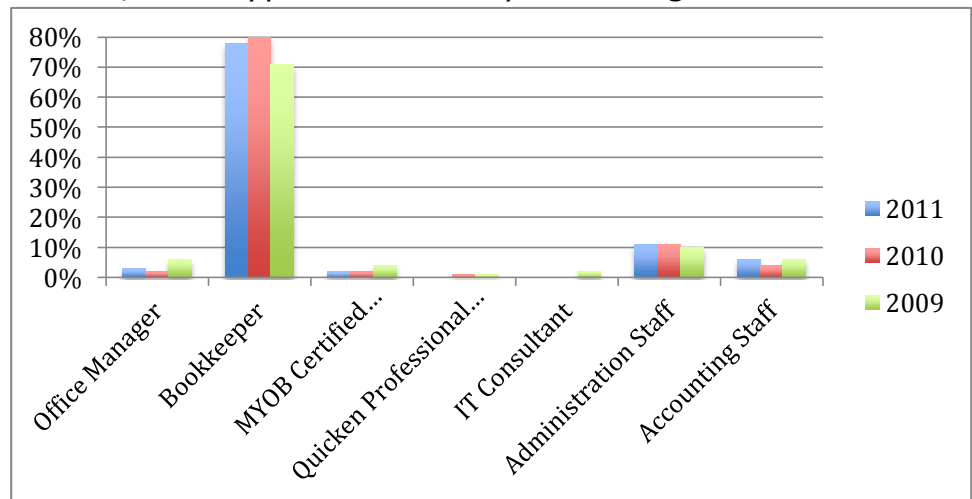
How many hours do YOU spend associated with STAFF administration per week?



Are you looking for more staff (employees or contractors)?



If Yes, what type of staff are you looking for?



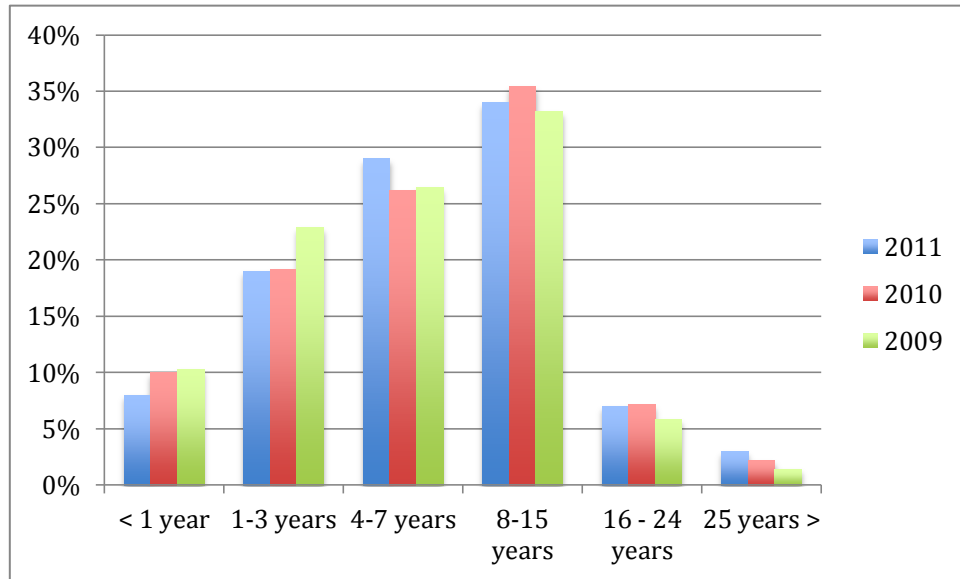
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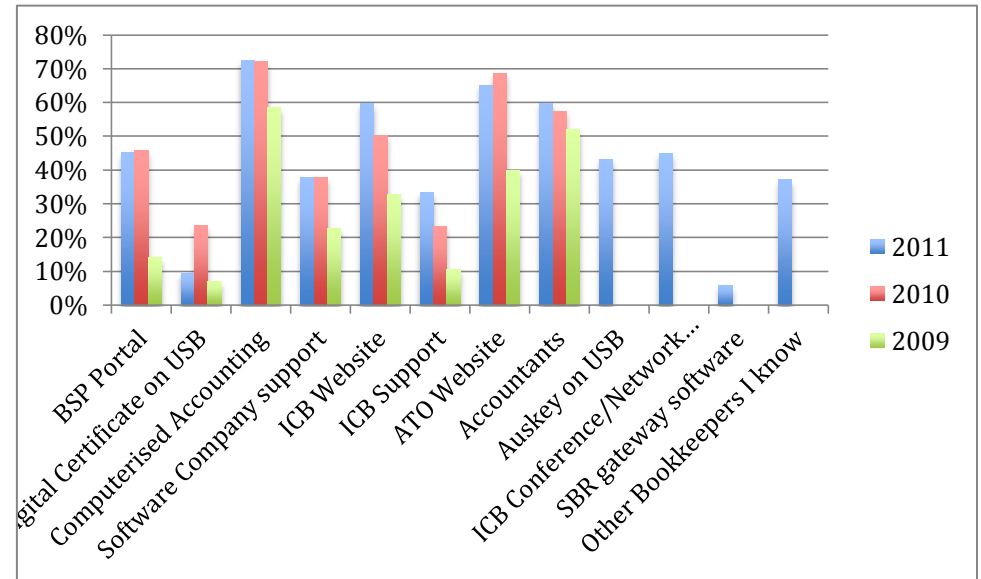
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Providing a Bookkeeping Service Con't

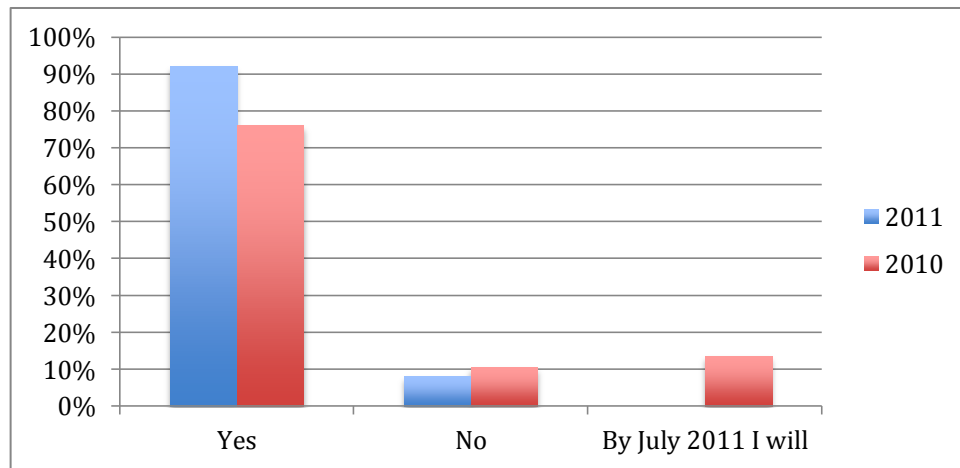
Please advise the number of years your business has been trading for



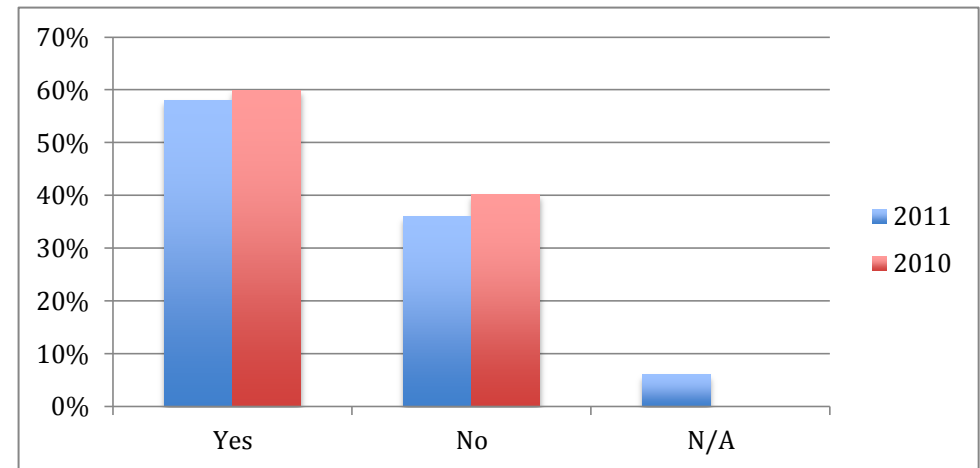
What are your best tools / resources to help you in your bookkeeping? (note: extra options for 2011 only)



Do you have Professional Indemnity Insurance?



Do you have Public Liability Insurance?



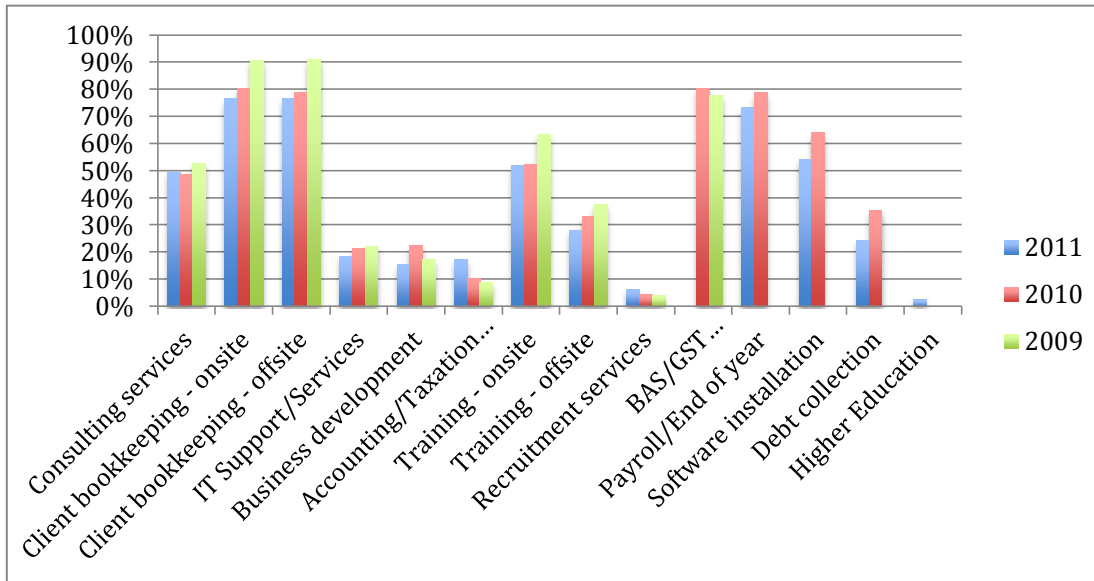
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Client Services

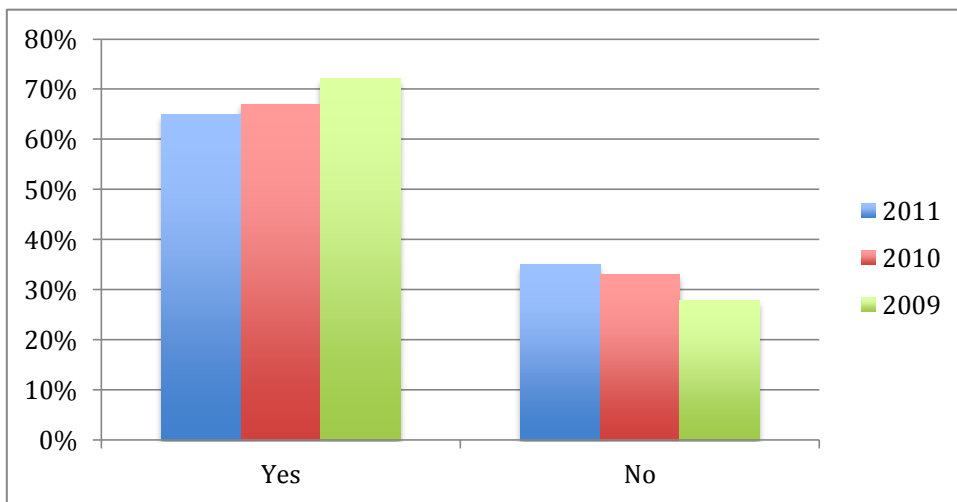
What services does your business provide?



Some questions were not asked in each survey year:

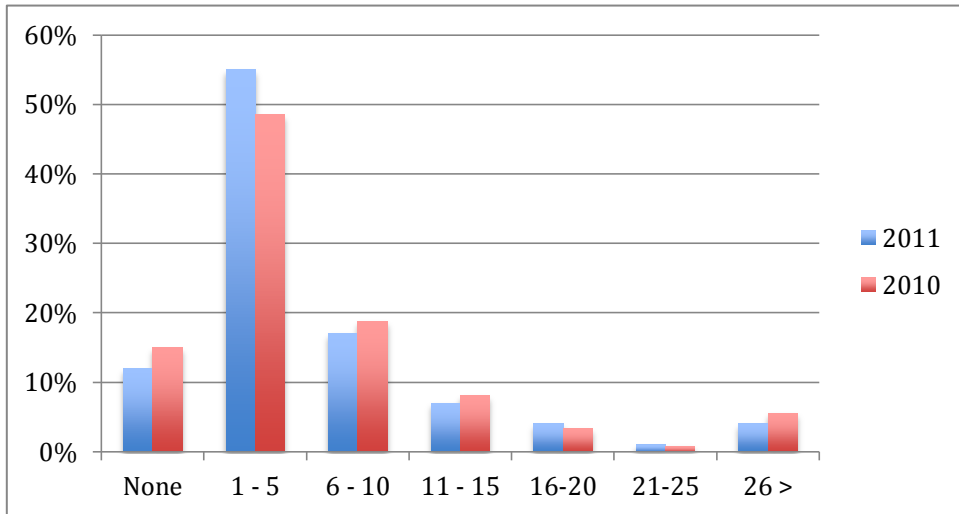
- 2009
 - Payroll / End of Year
 - Software installation
 - Debt collection
 - Higher Education
- 2010
 - Higher Education

Are you presently taking on more clients?

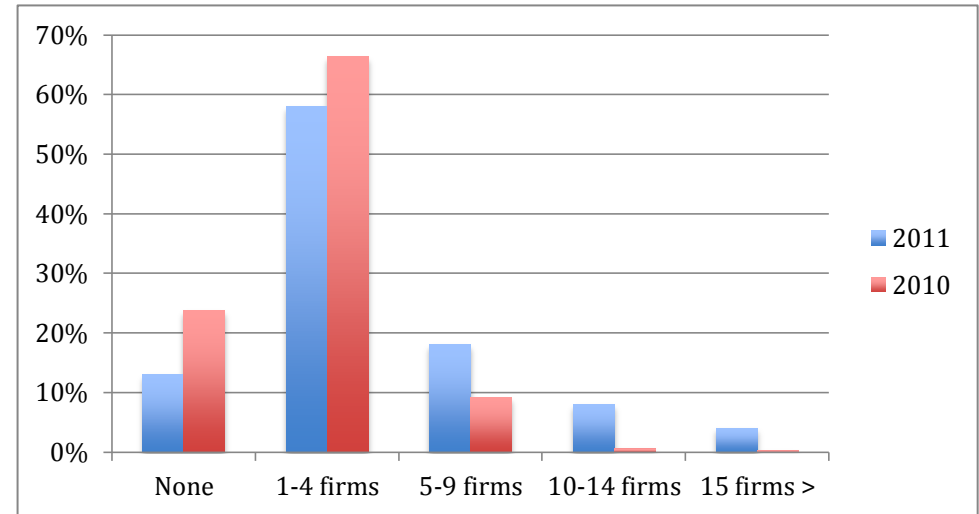


Client Services - Con't

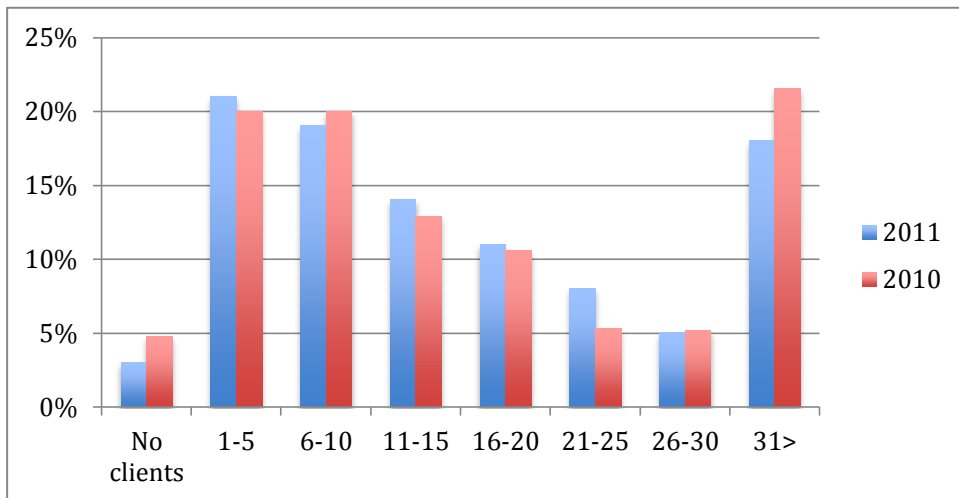
How many existing clients have referred new clients to you?



Please estimate the number of accounting firms who provide you with referrals?

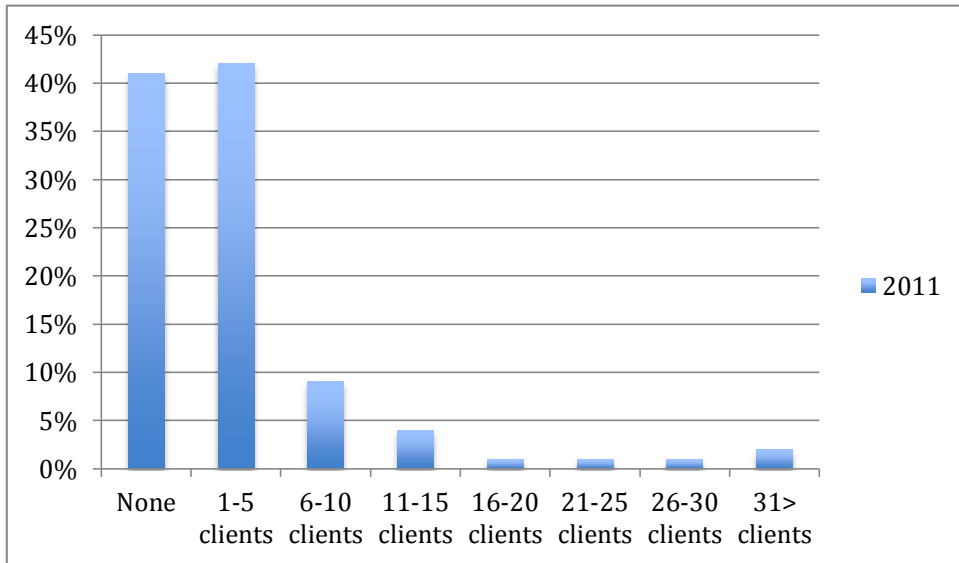


How many active clients do you currently have?

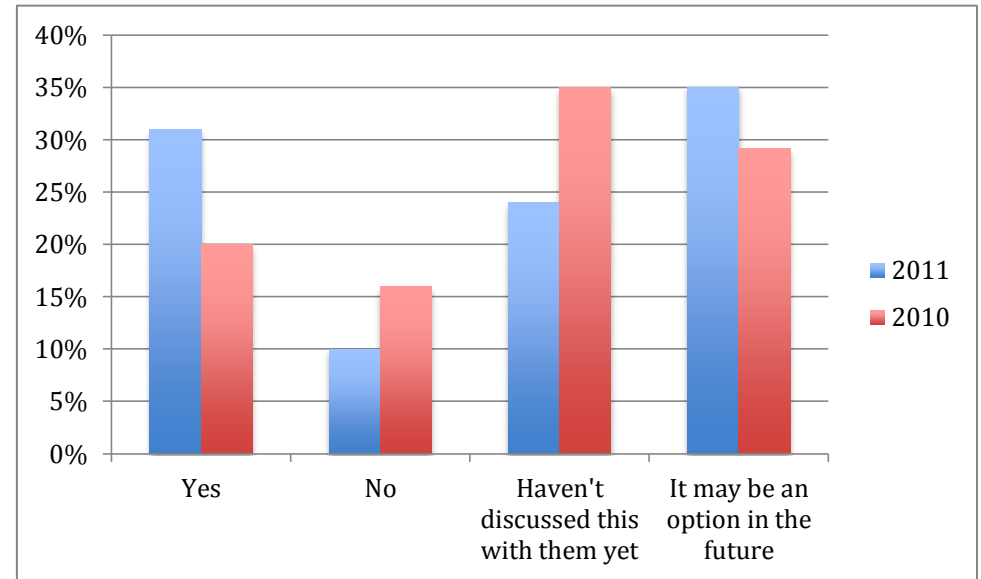


Client Services - Con't

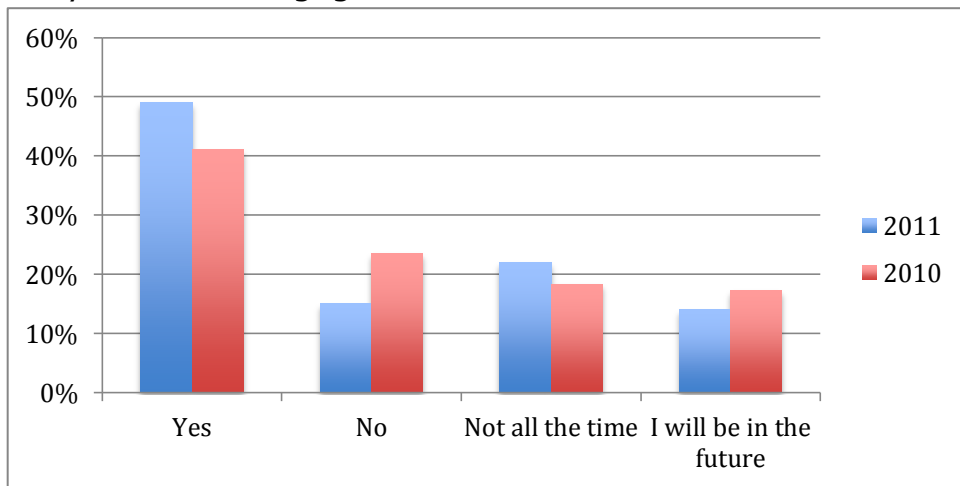
How many of your clients do you access remotely?



Will your clients allow their data online (live accounts)?

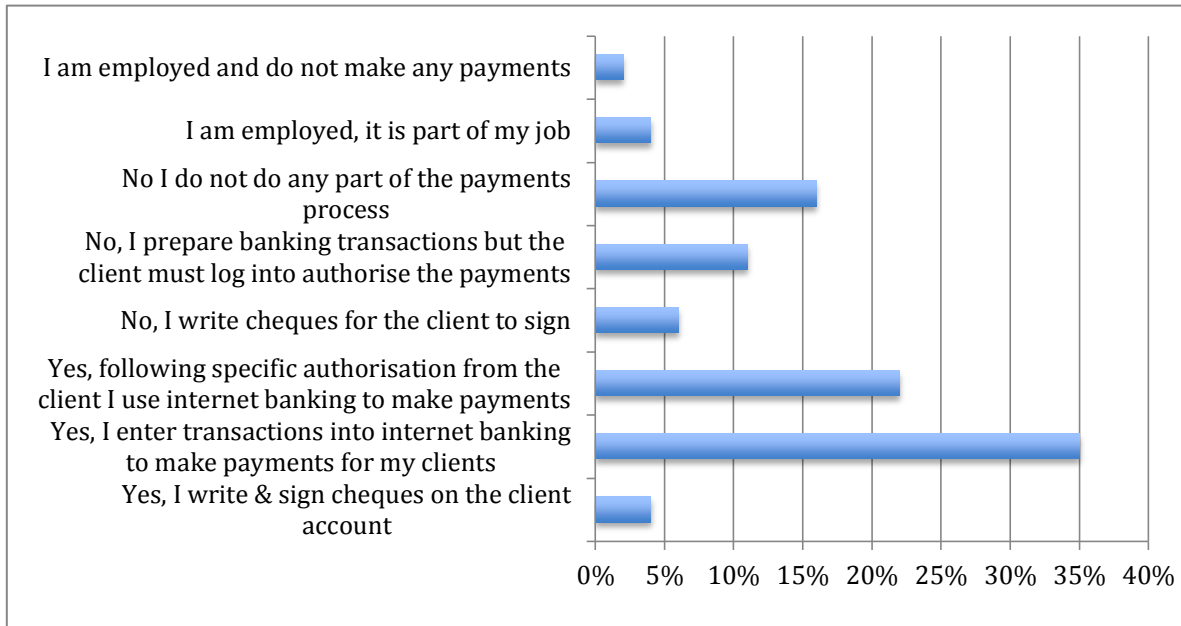


Do you use an engagement letter?

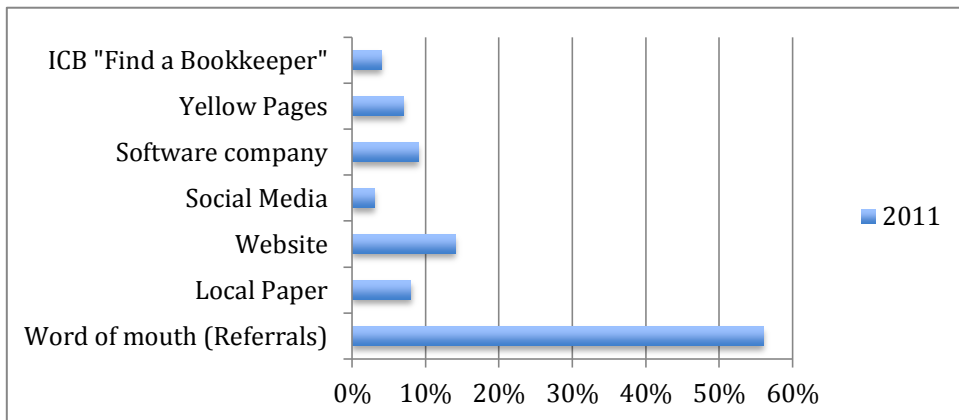


Client Services - Con't

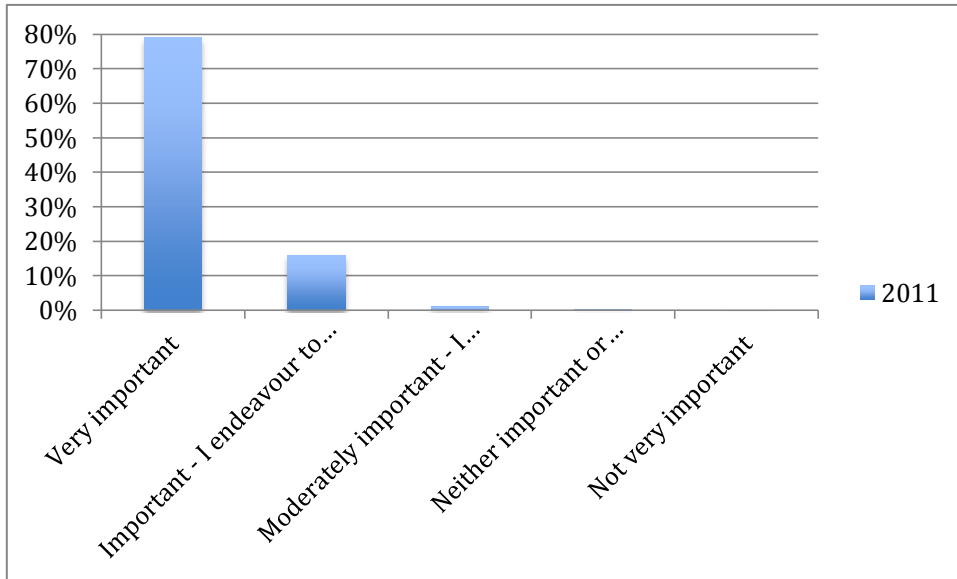
Do you make payments on behalf of your clients?



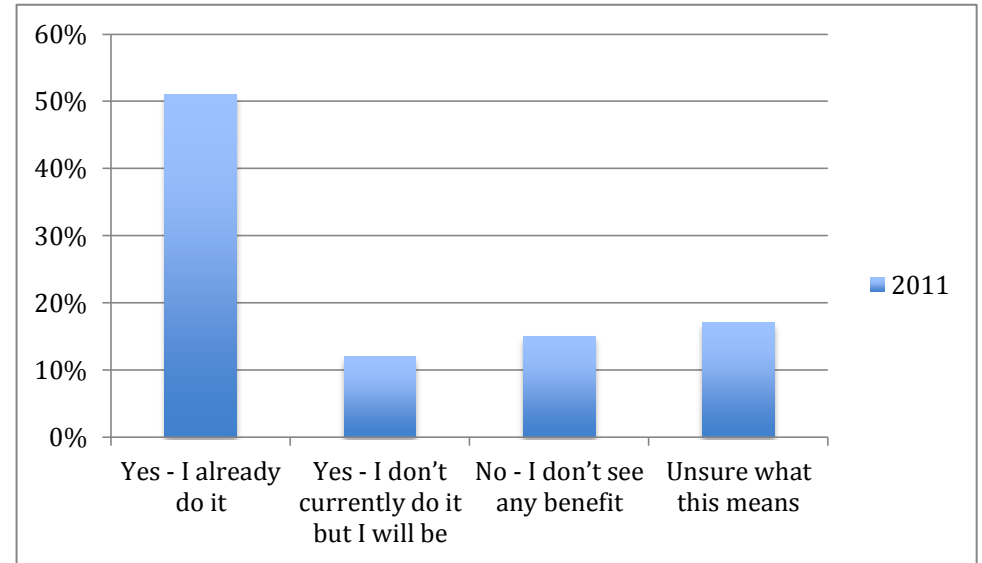
How did your clients find you?



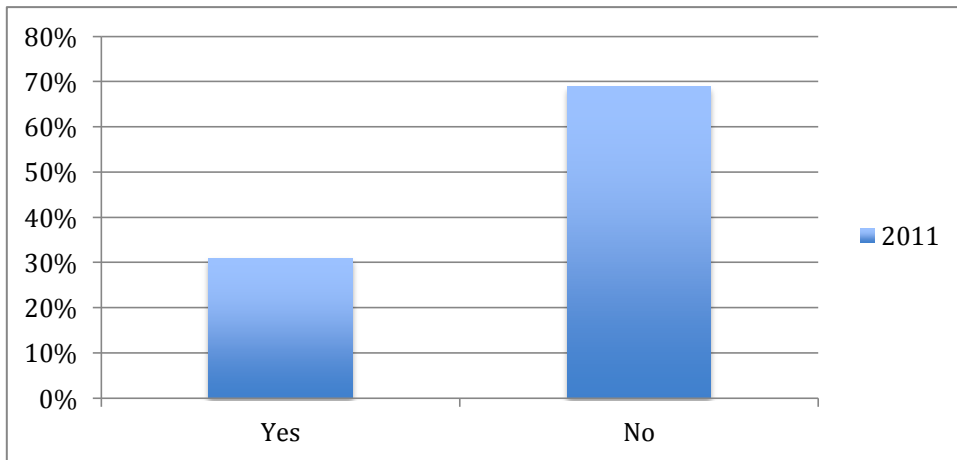
How important do you consider lodging your clients' activity statements on time



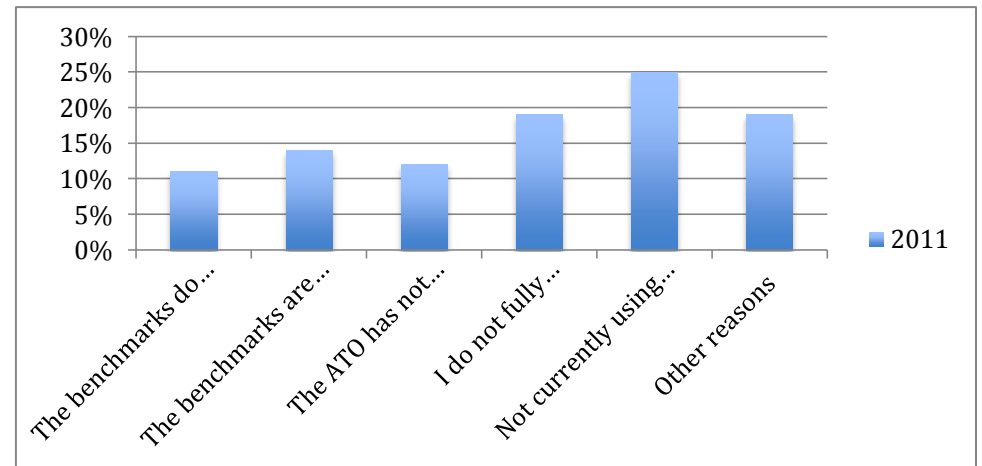
Do you see benefit in notifying the ATO of the clients you represent?



Do you use the ATO's small business benchmarks when discussing your clients' tax affairs?

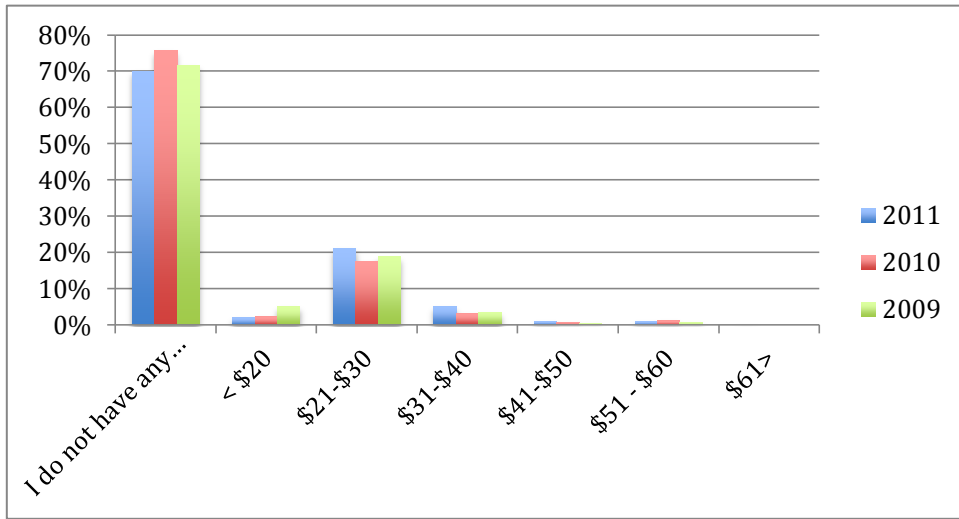


If you chose no to the previous, what are your reasons?

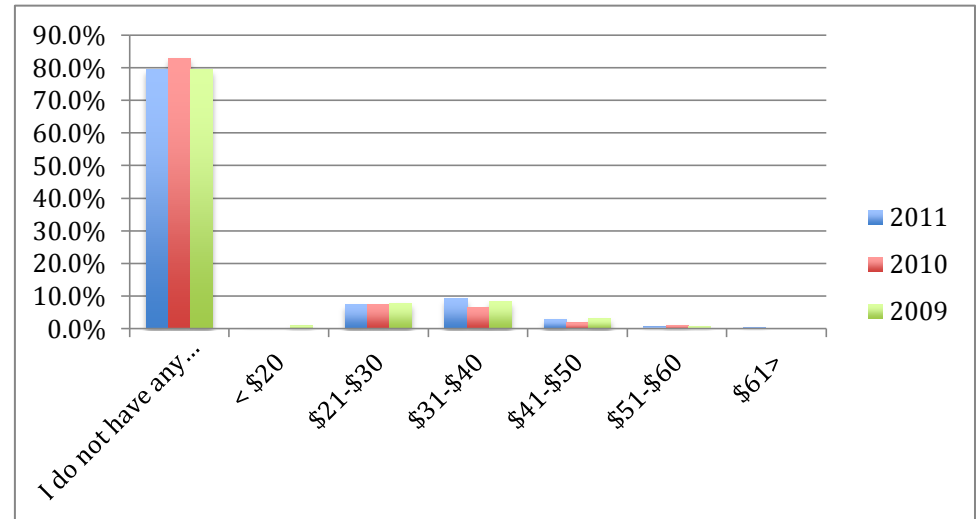


Bookkeeping Fees

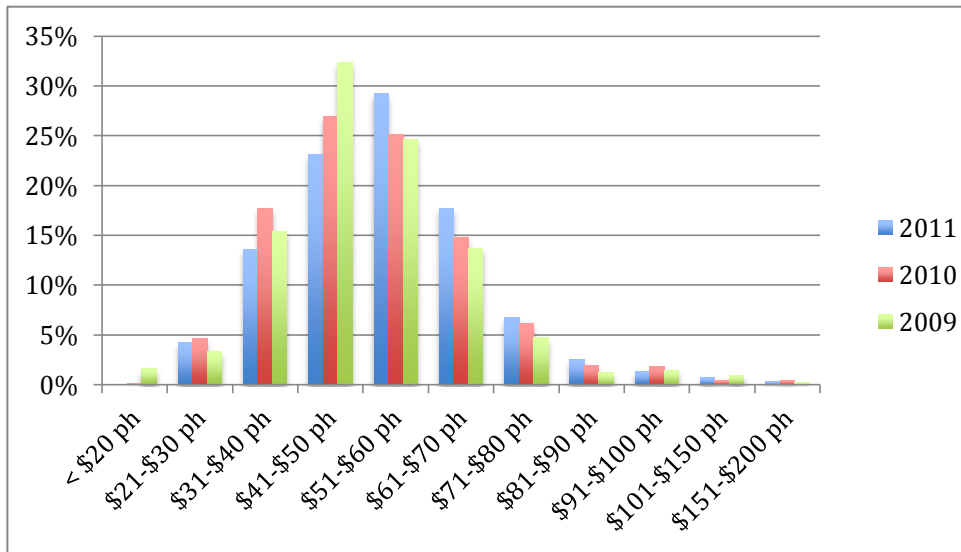
What rate of pay do you pay your employees who provide bookkeeping services for you?



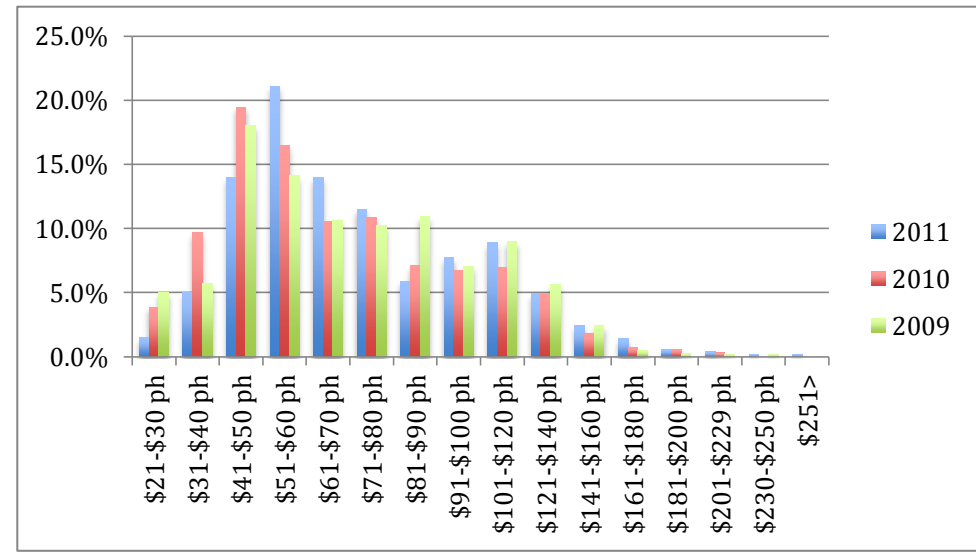
What rate of pay do you pay any contractors who provide bookkeeping services for you?



What fees do you charge for your 'BOOKKEEPING' services?

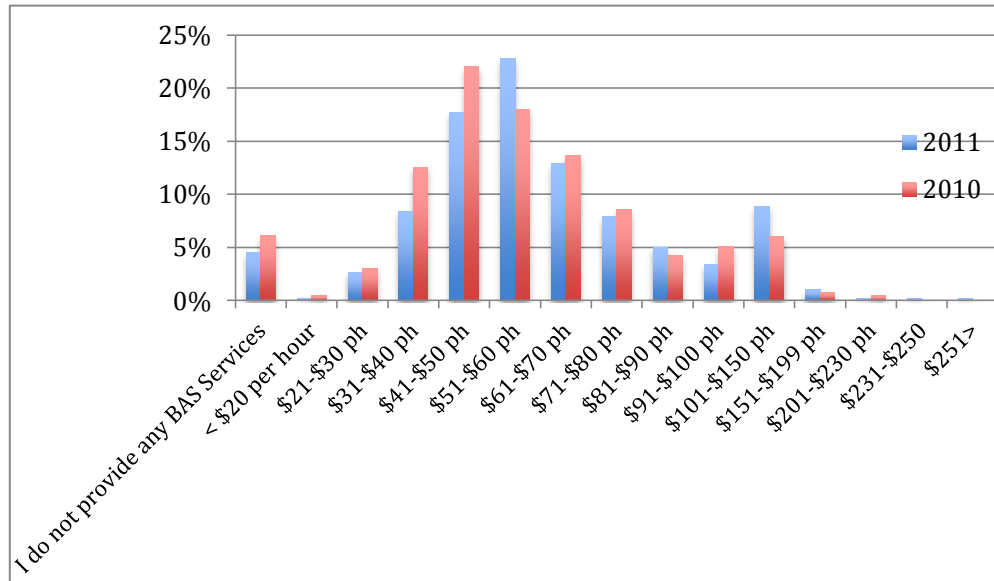


What fees do you charge for your 'HIGH END, TROUBLESHOOTING, CONSULTING' services?

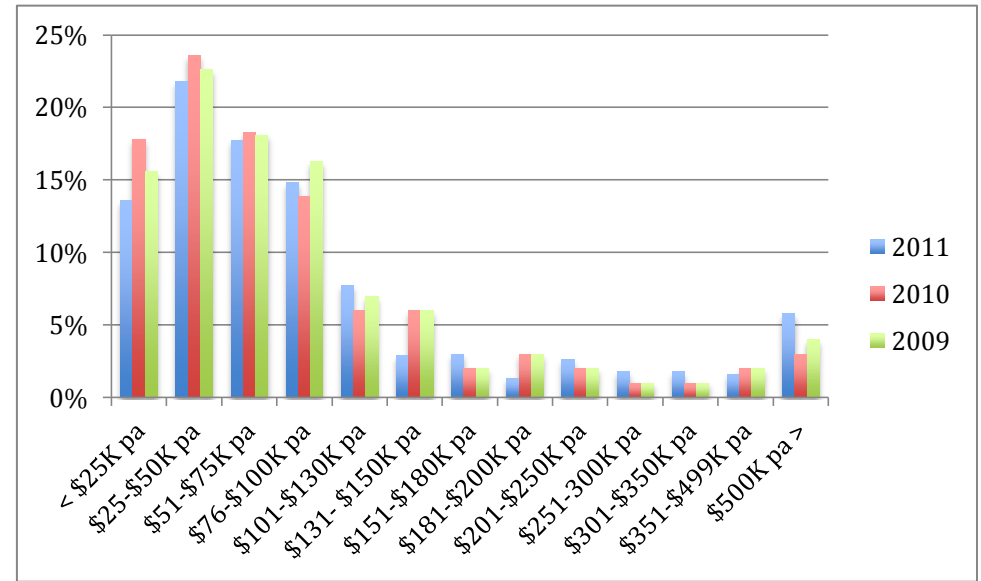


Bookkeeping Fees - Con't

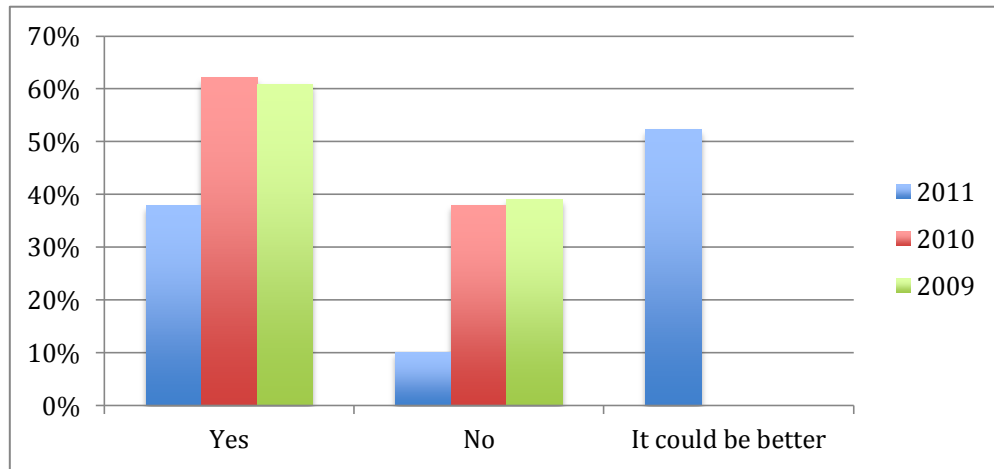
What fees do you charge for BAS Services?



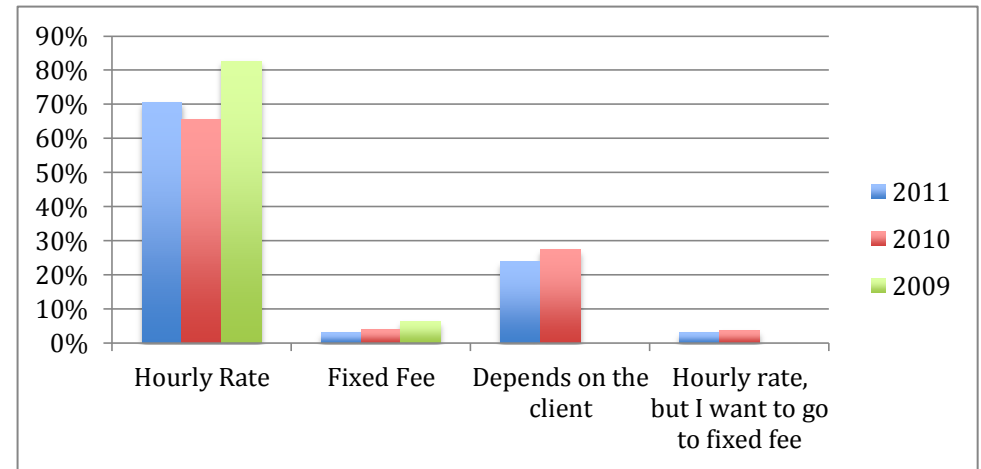
Please advise the annual turnover of your business.



Are you satisfied with the financial return of your business?



Do you operate on an hourly rate basis or fixed fee arrangement?



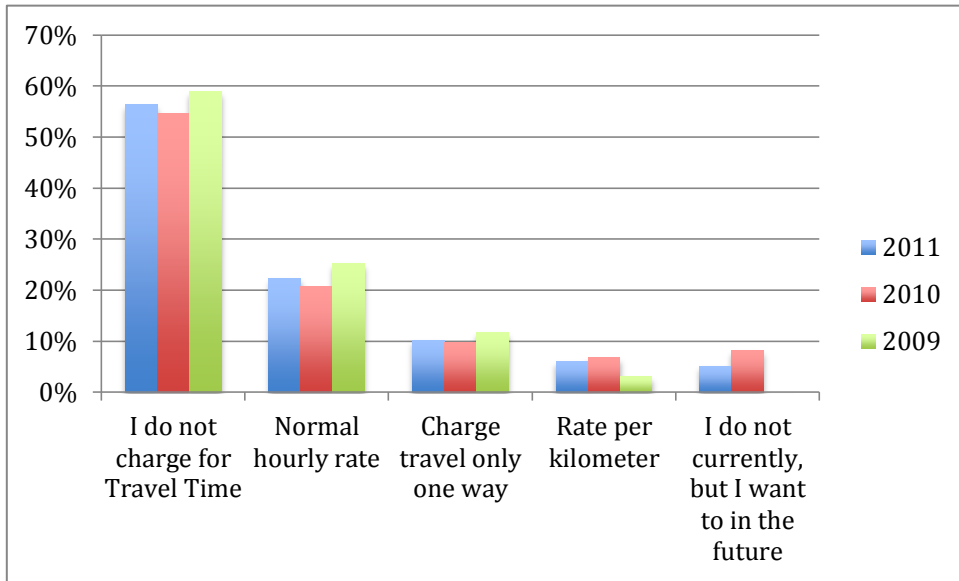
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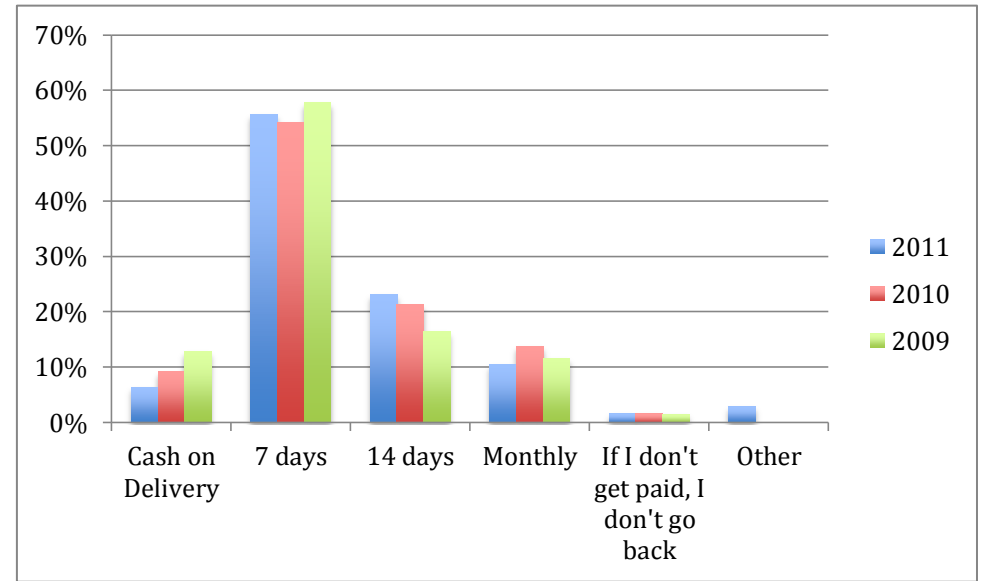
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Bookkeeping Fees - Con't

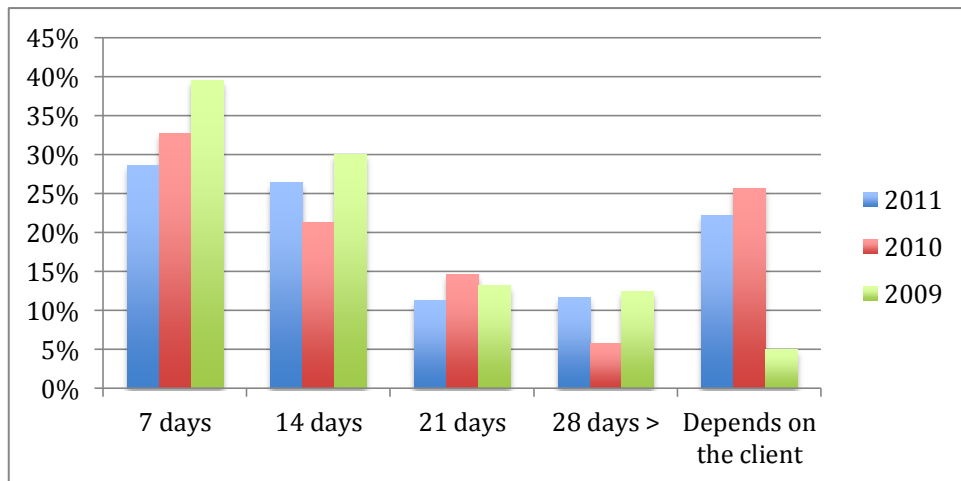
Do you charge for travel?
If so, how do you calculate it?



What terms do you provide to your clients?

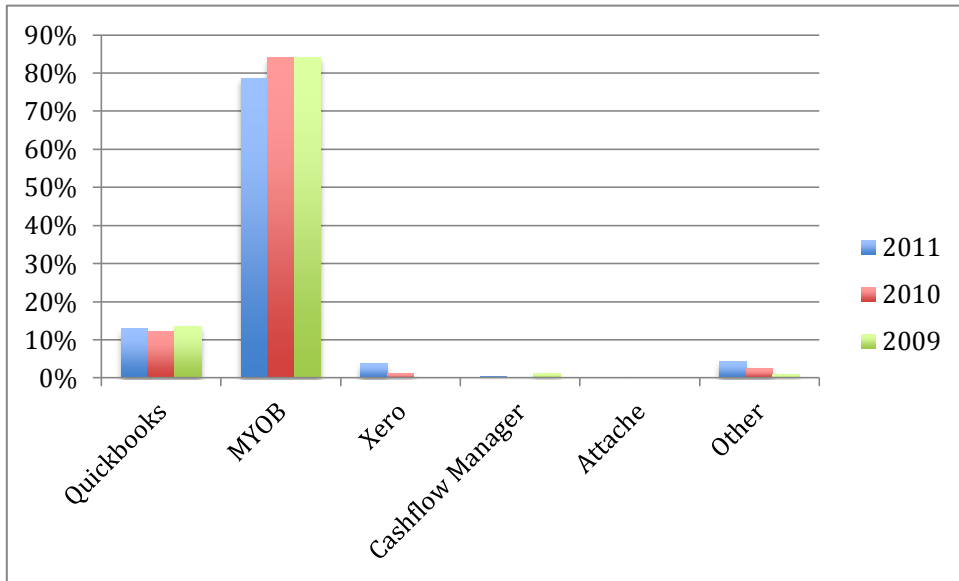


What is the average outstanding days for your clients?

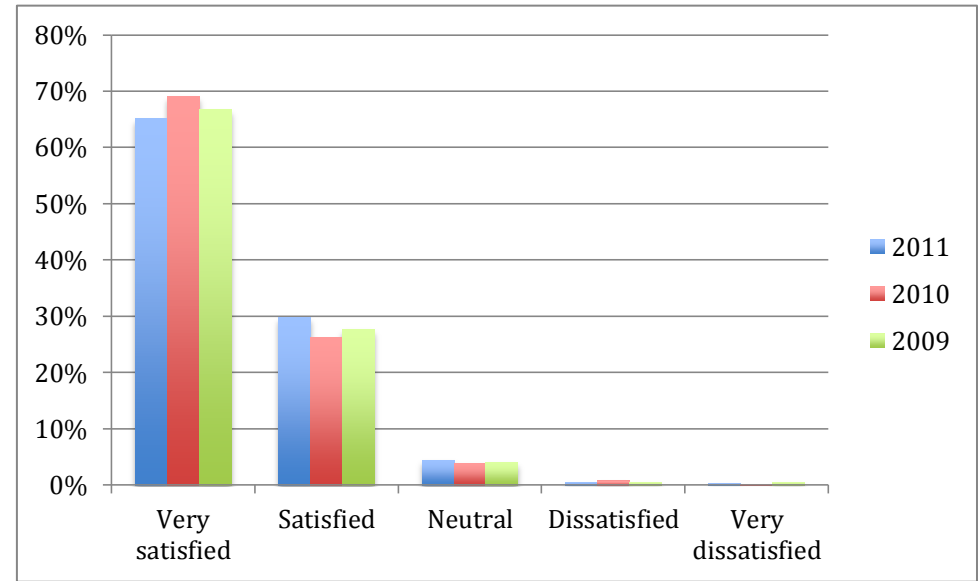


Software

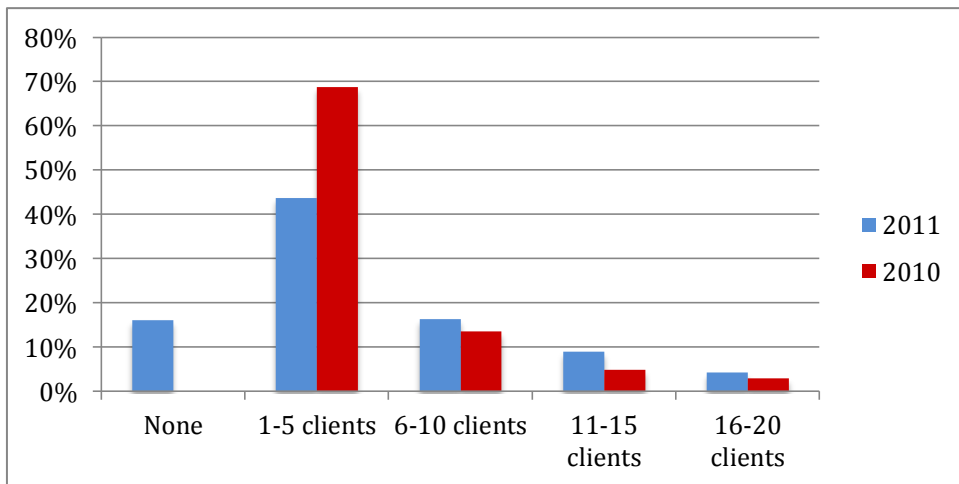
Which software do you use personally for your business?



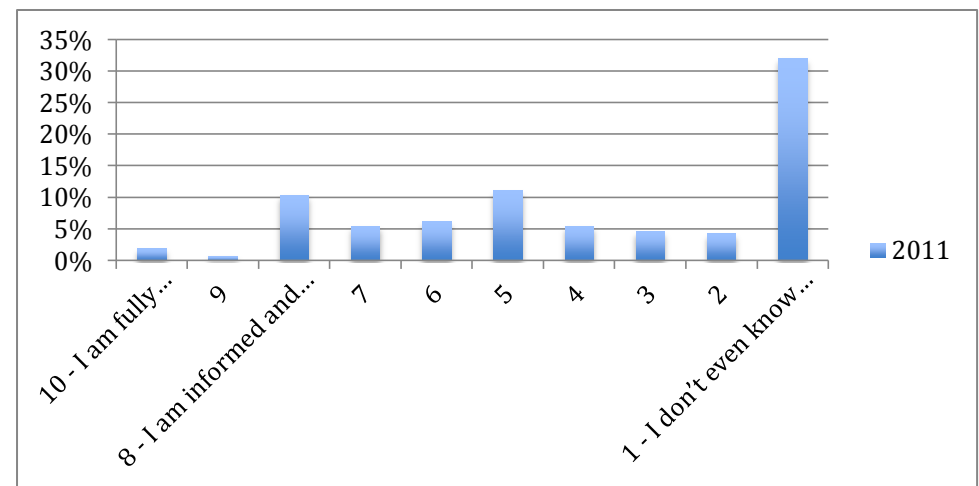
Thinking of the software you use personally for your business, how satisfied are you with it?



How many of your clients will use online accounting in the next 5 years / 10 years?

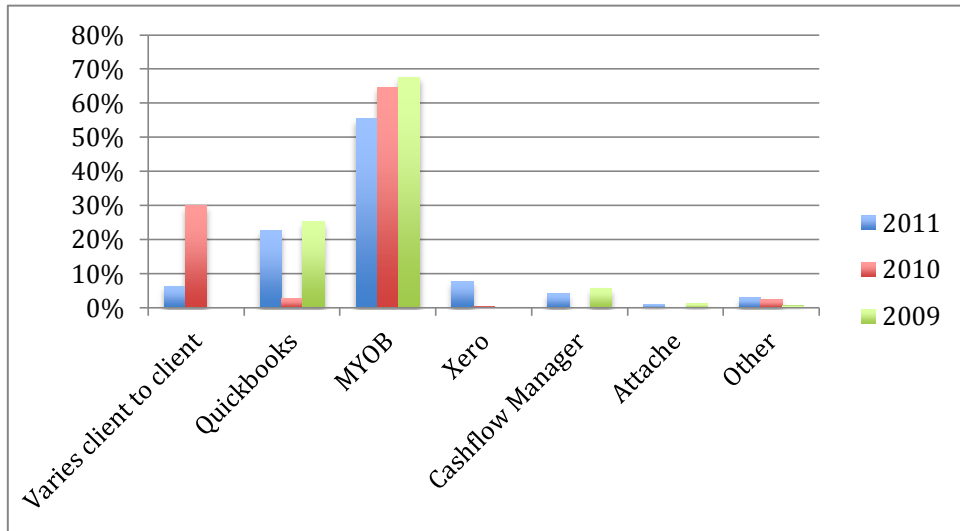


On a scale of 1 to 10-How much do you know about SBR?

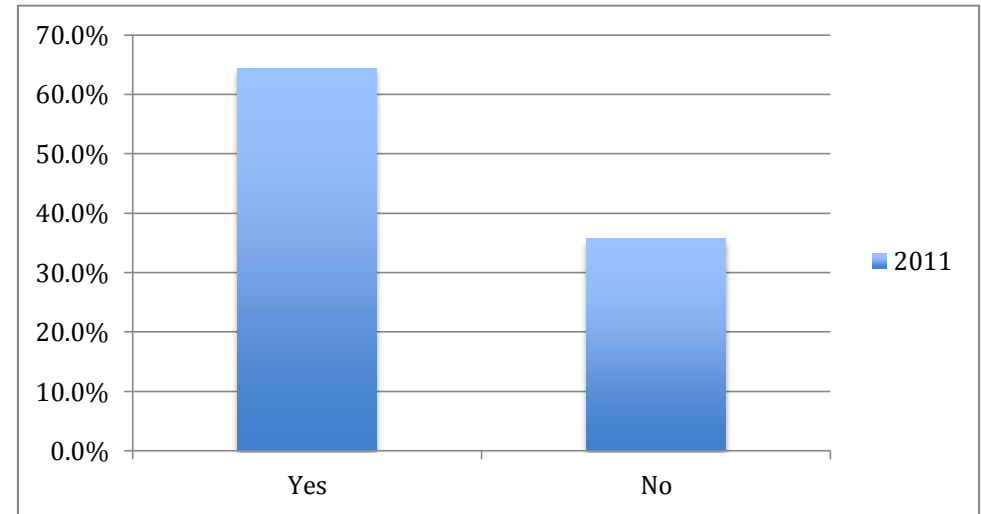


Software – Con't

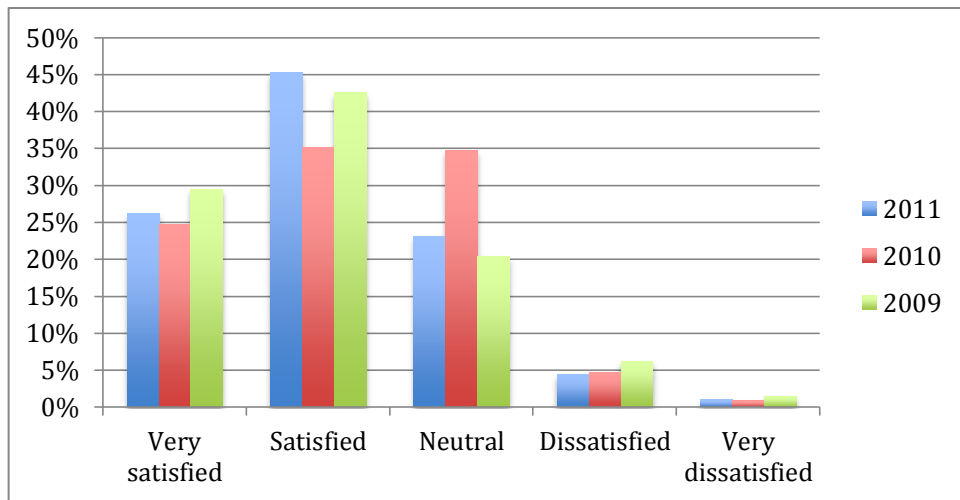
What software do you use with your clients?



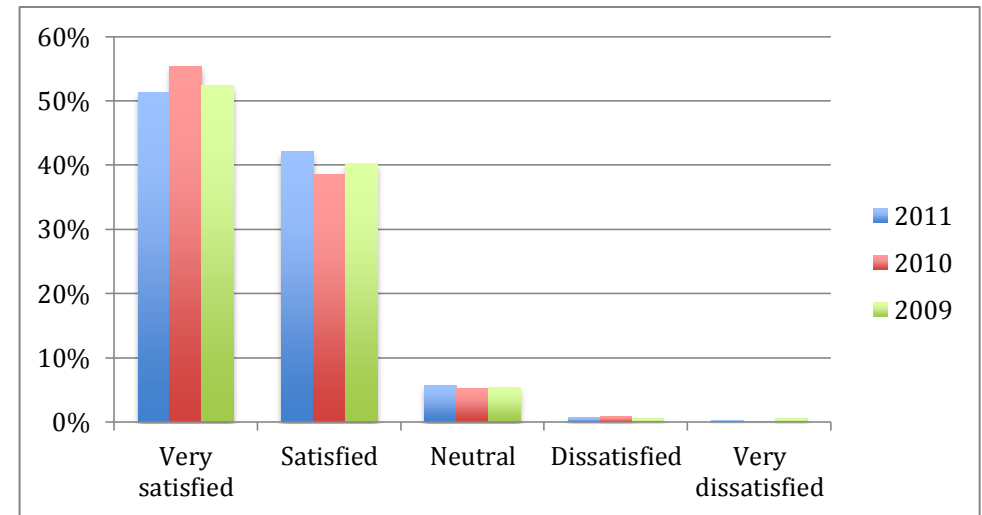
Are you a member of a software partner program?



If you are a member of a software partner program, how satisfied are you with the value you receive?

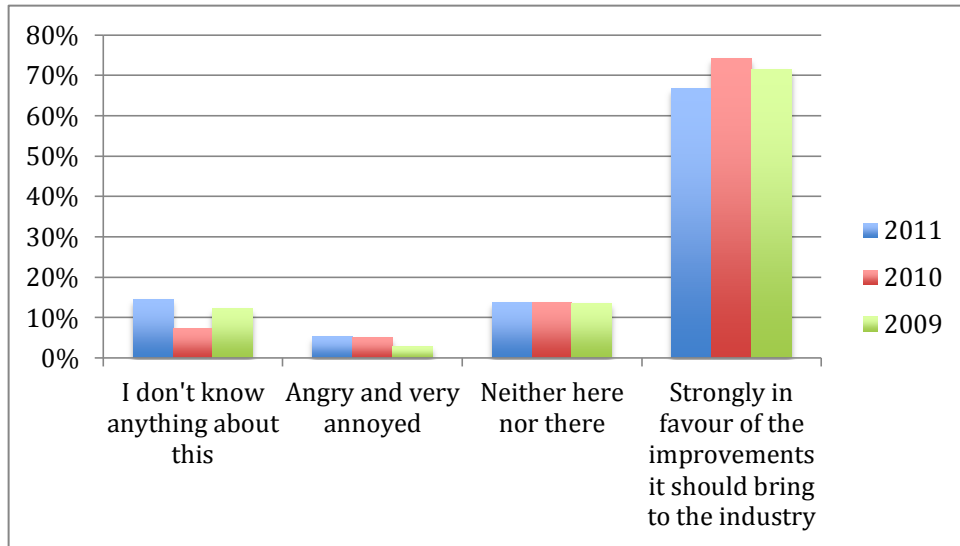


How satisfied are you with the software you use for your clients?

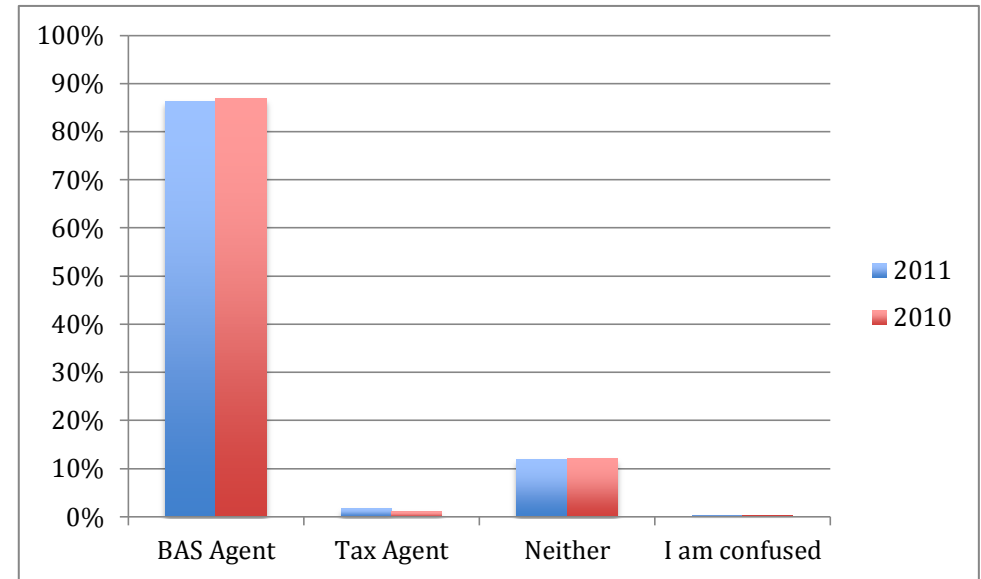


BAS Agent

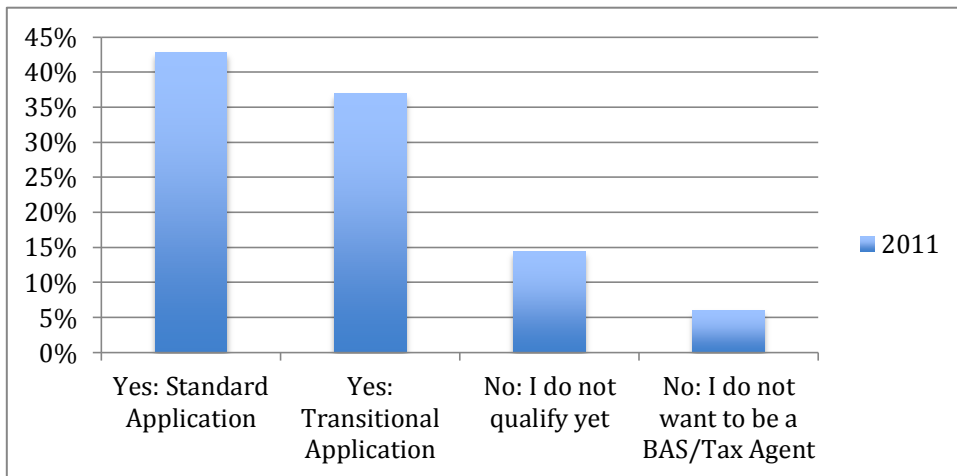
How do you feel about the new BAS Agent system for outsource bookkeepers who provide a BAS service?



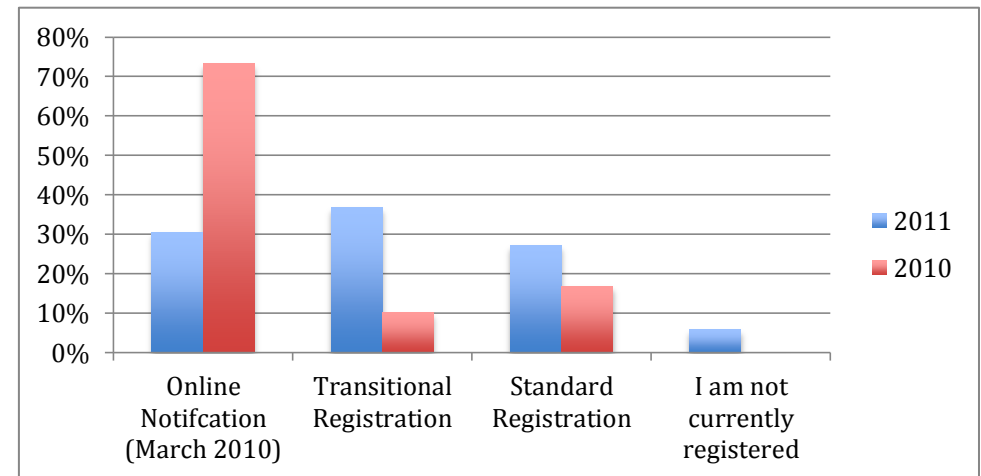
Are you a... ?



If you are not currently registered, do you intend to register? & if so how?

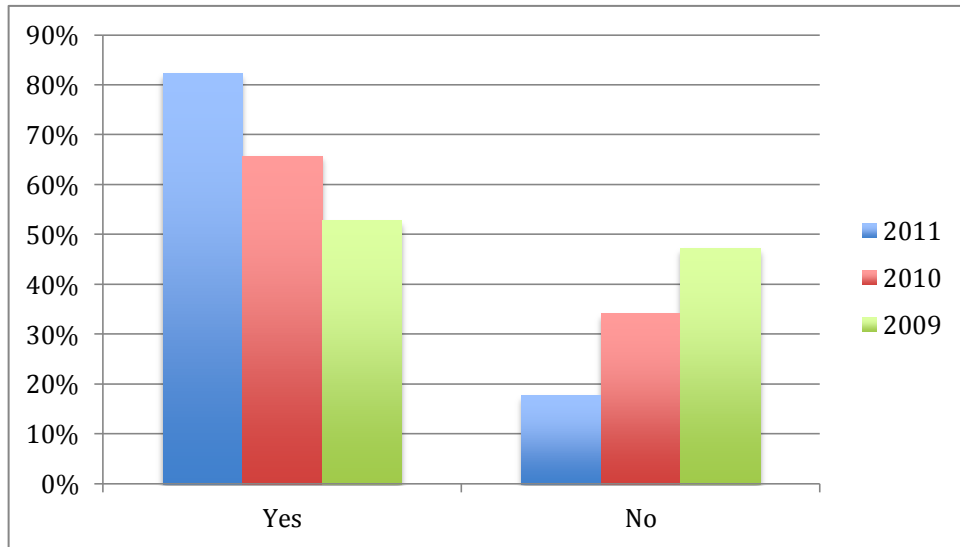


If you are a BAS agent, registered with the Tax Practitioners Board, how did you register?

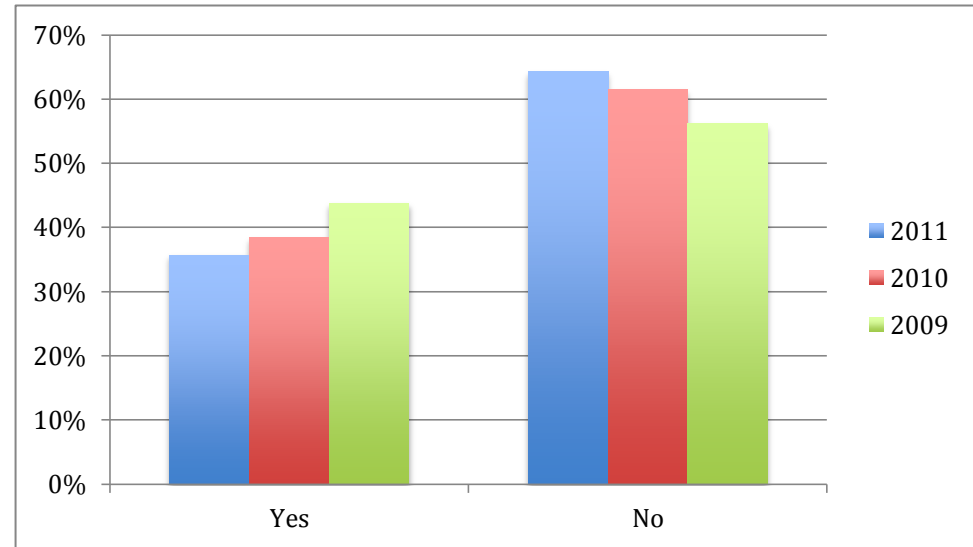


BAS Agent Con't

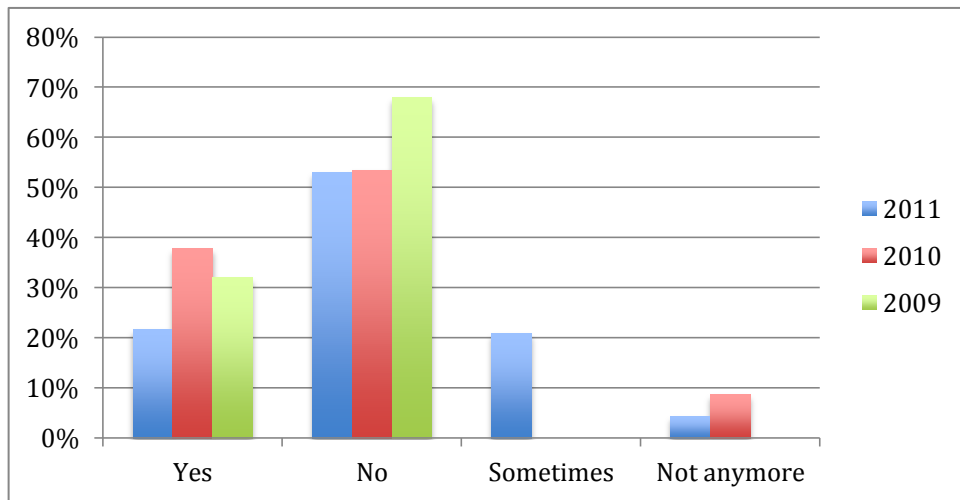
Do you use the ATO's BAS agents portal?



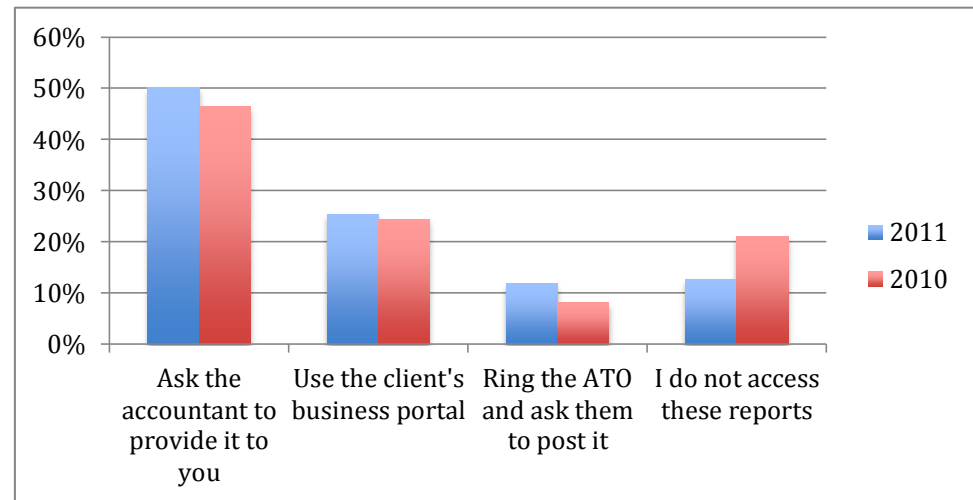
Are you using ECI?



Do you use your client's business portal?



How do you obtain the Integrated Client Account or Running Balance Report for your clients?



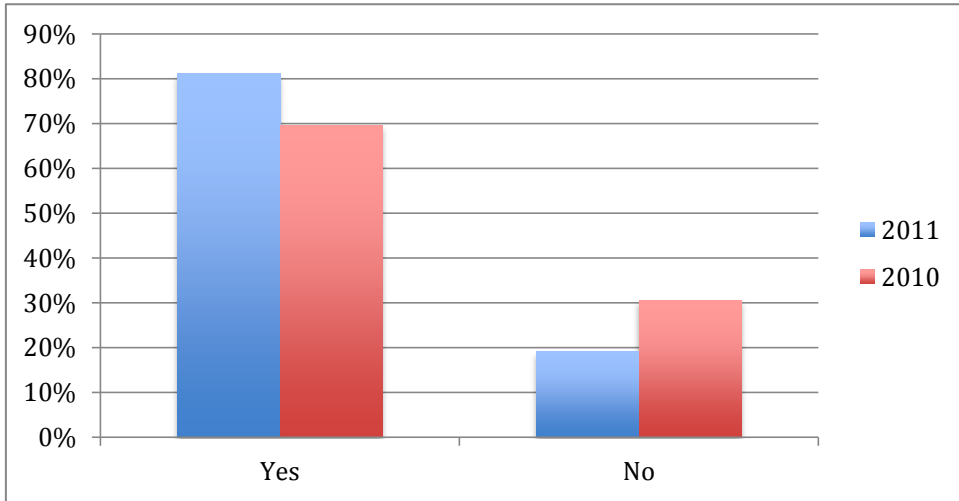
www.icb.org.au
1300 85 61 81

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ABN 20 115 901 945

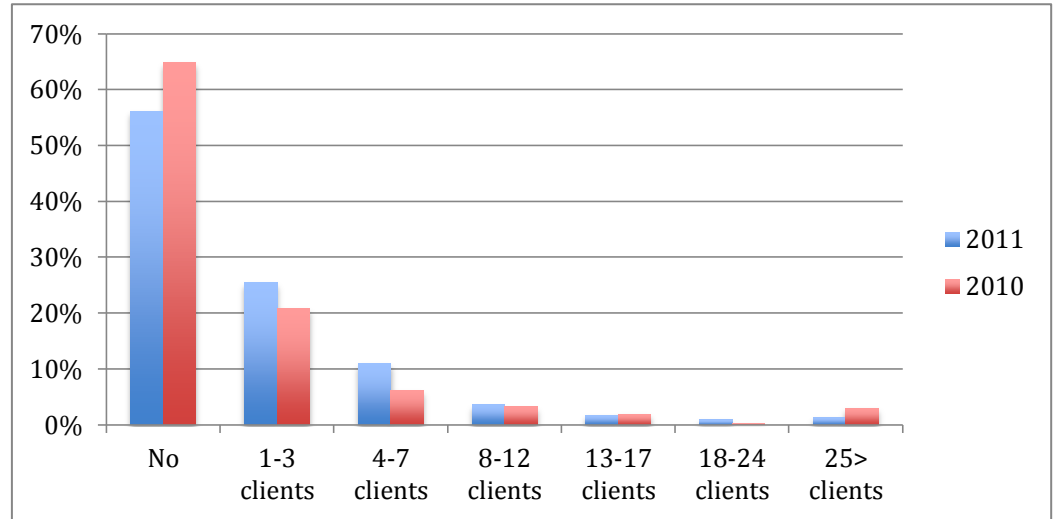
[Back to contents](#)

BAS Agent Con't

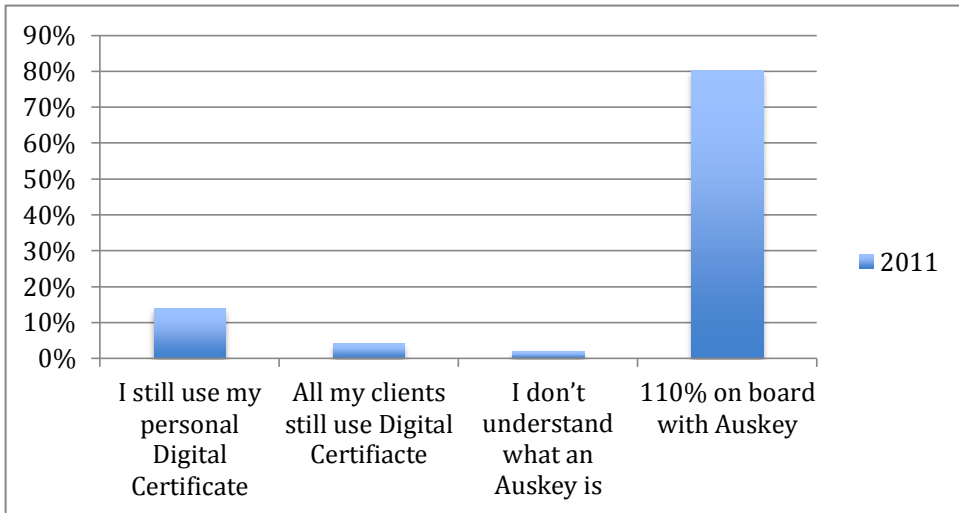
Do you have your own AUSkey?



How many of your clients do you have access to their Auskey?



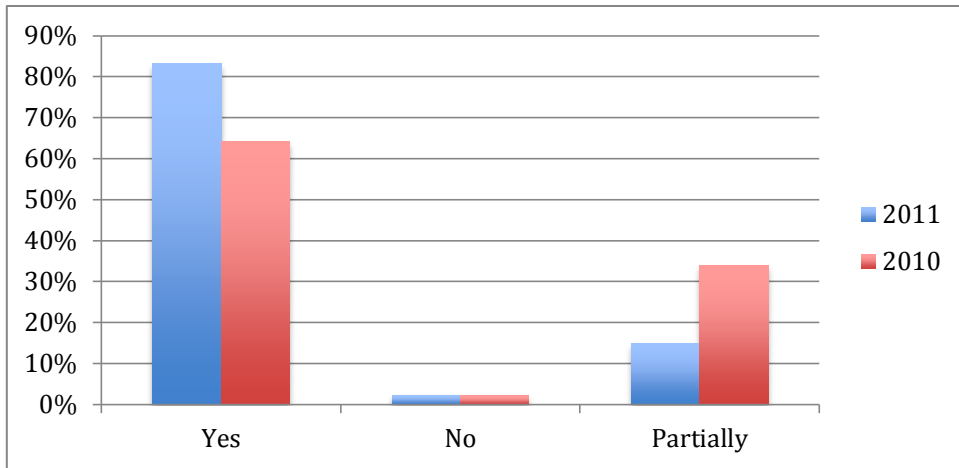
In relation to Digital Certificates: as apposed to converting to Auskey?



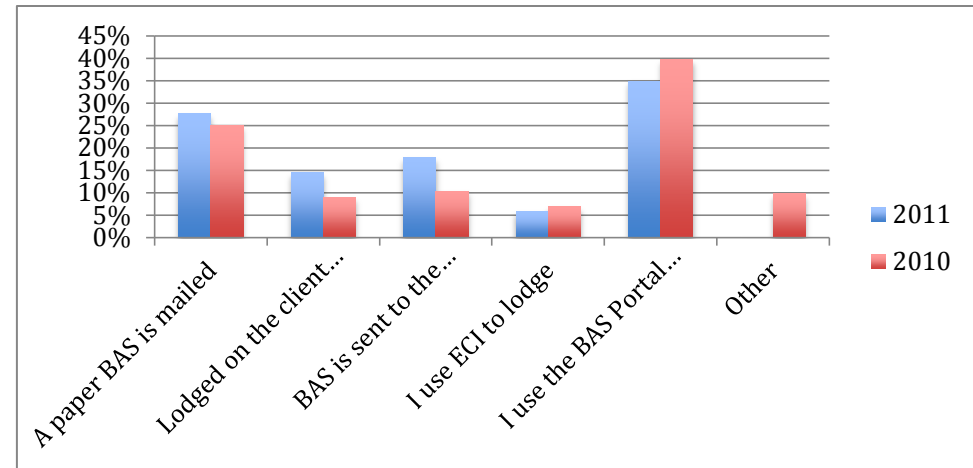
5 61 81

BAS Agent Con't

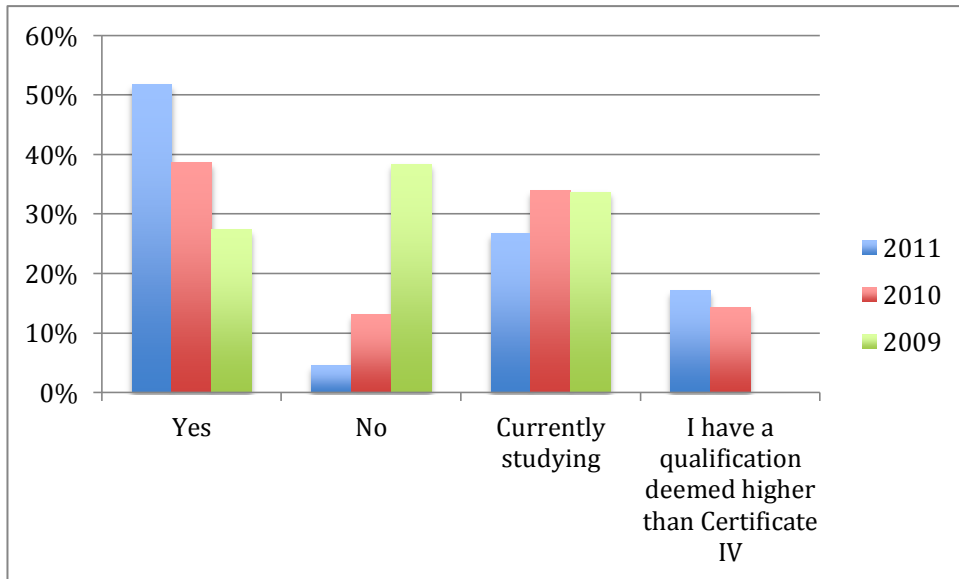
Do you understand what Relevant Experience is?



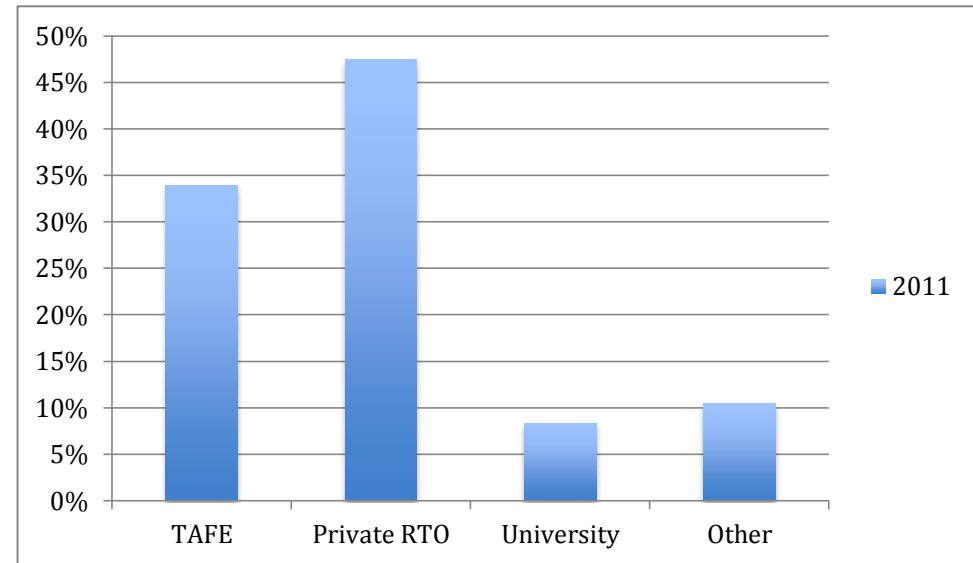
How is the BAS lodged for your clients?



Do you have a Certificate IV in Bookkeeping or Accounting?

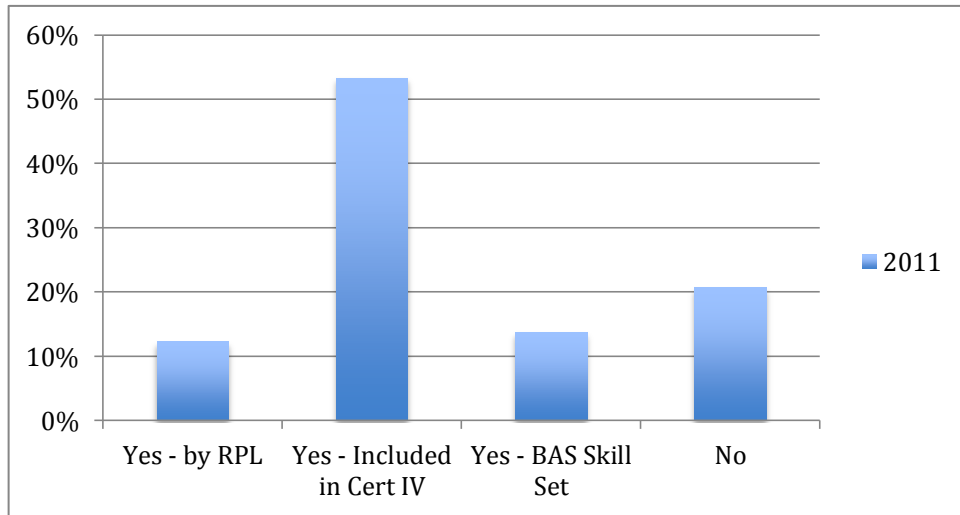


If you answered Yes to the previous, where did you complete the Certificate IV?

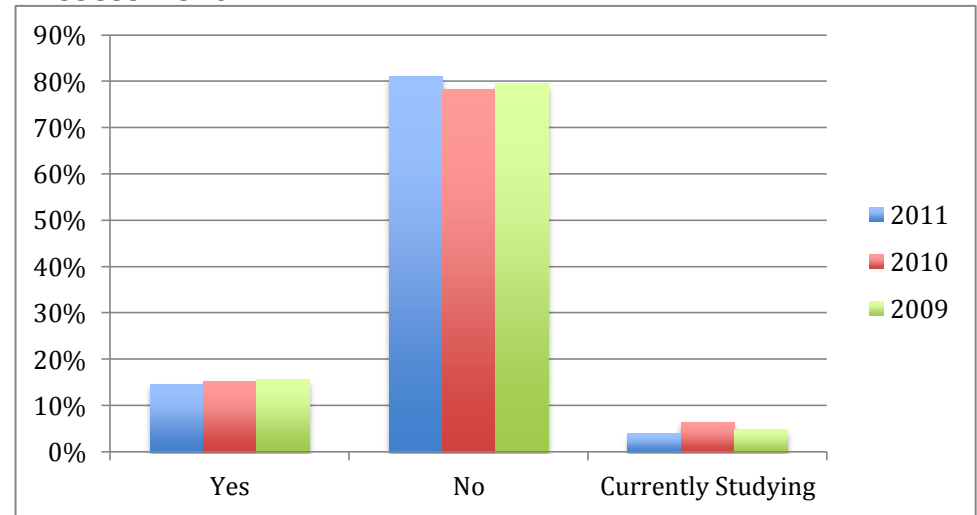


BAS Agent Con't

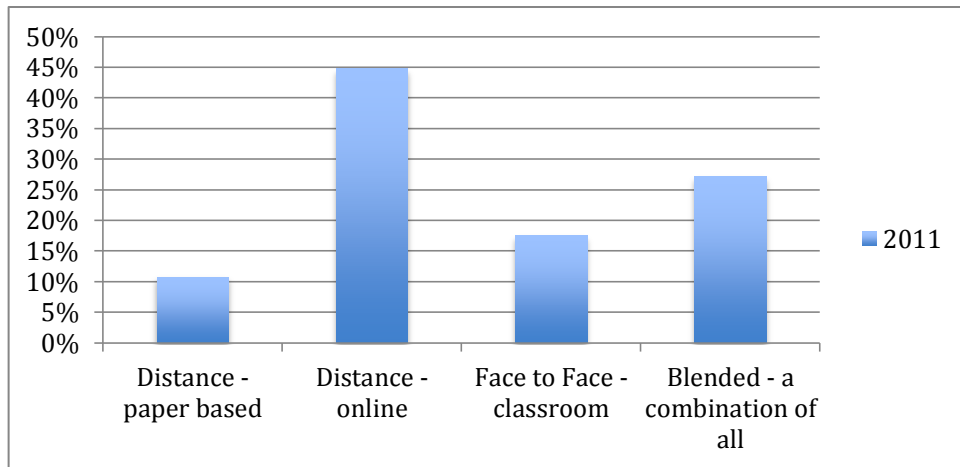
Have you completed an Approved Course in BAS/GST?



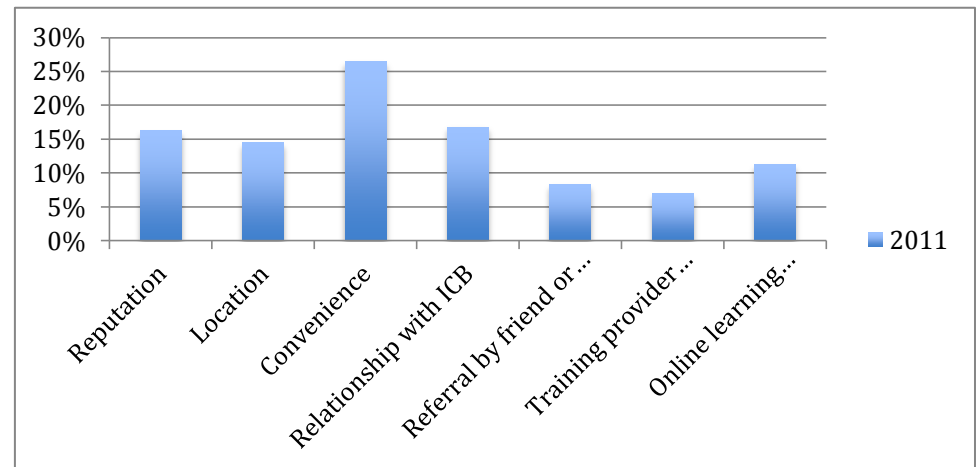
Do you have a Certificate IV in Workplace Training & Assessment?



What is/would be your preferred method of study?

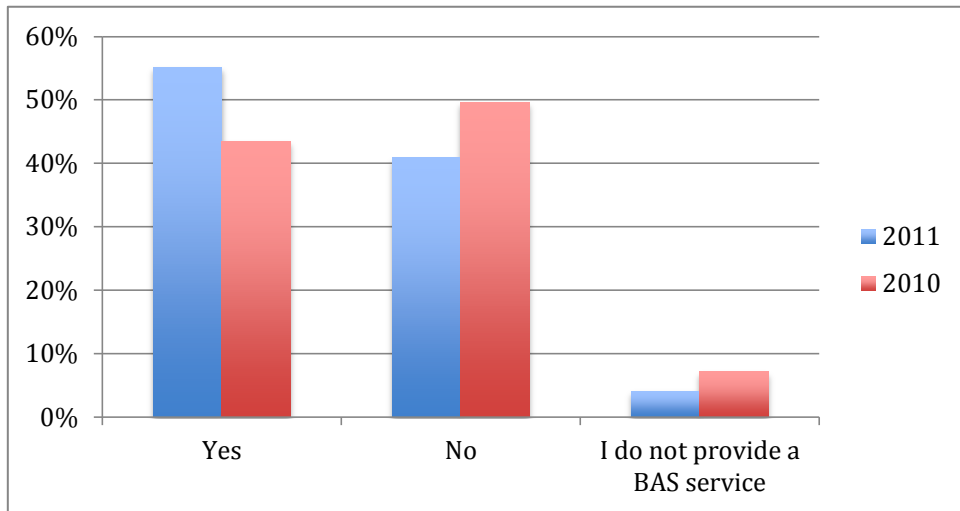


What would make or did make you choose a particular provider?

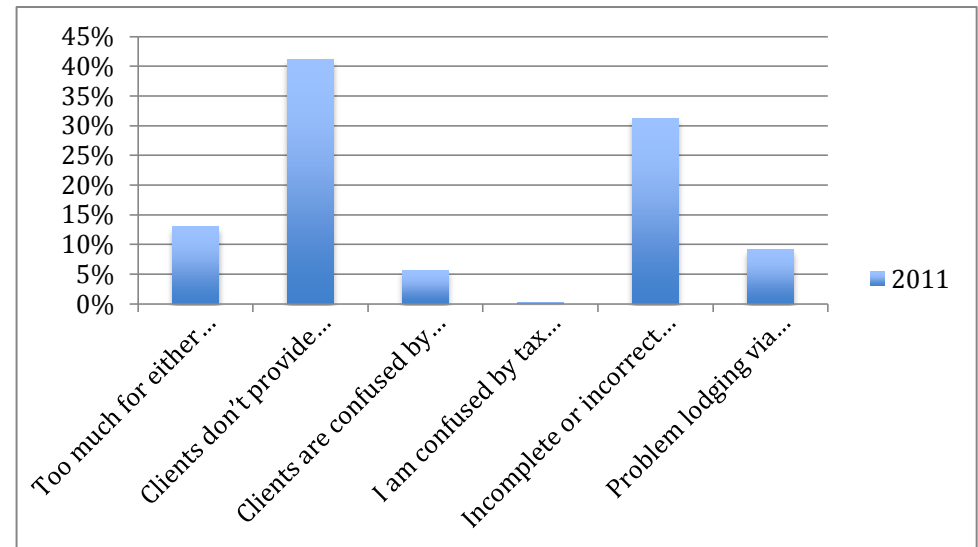


BAS Agent Con't

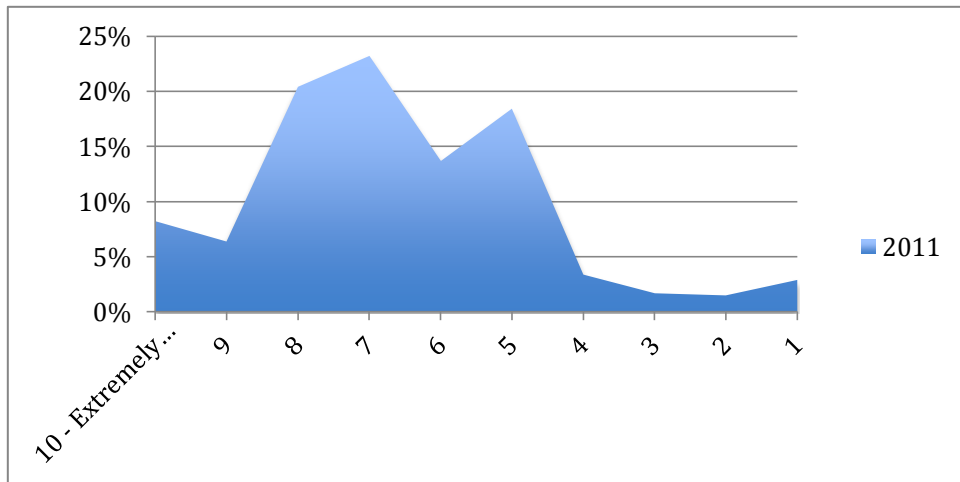
Has being a BAS Agent improved your business?



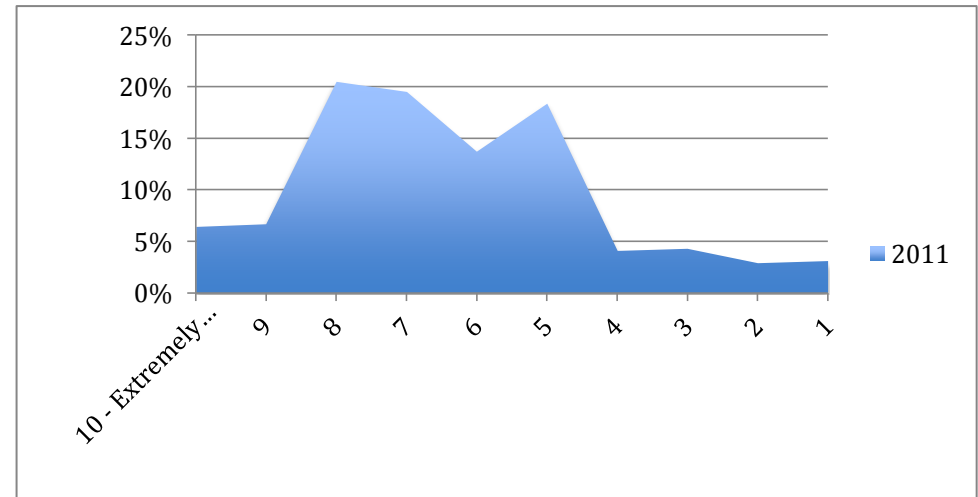
What are the biggest barriers to lodging your clients' activity statements by the due dates?



On a scale of 1 to 10, how satisfied are you with the new BAS Agent regime?

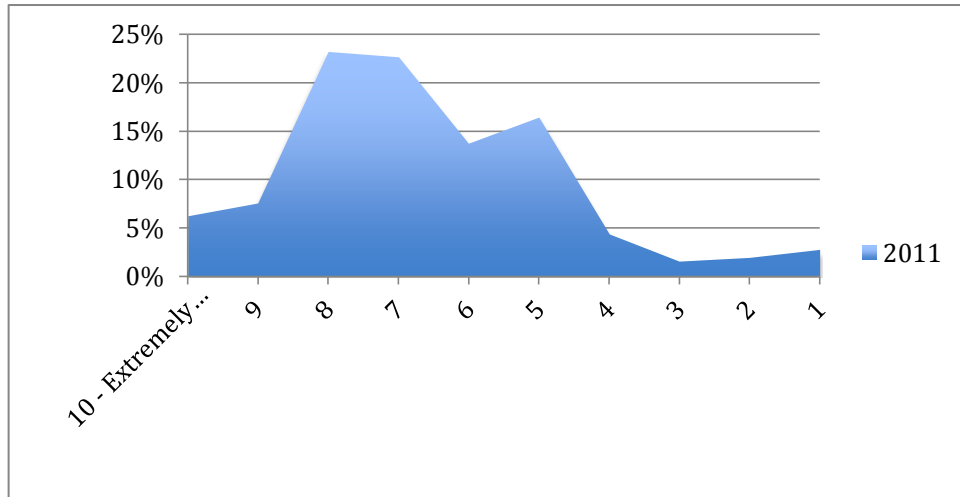


How satisfied are you with the Tax Practitioners Board?

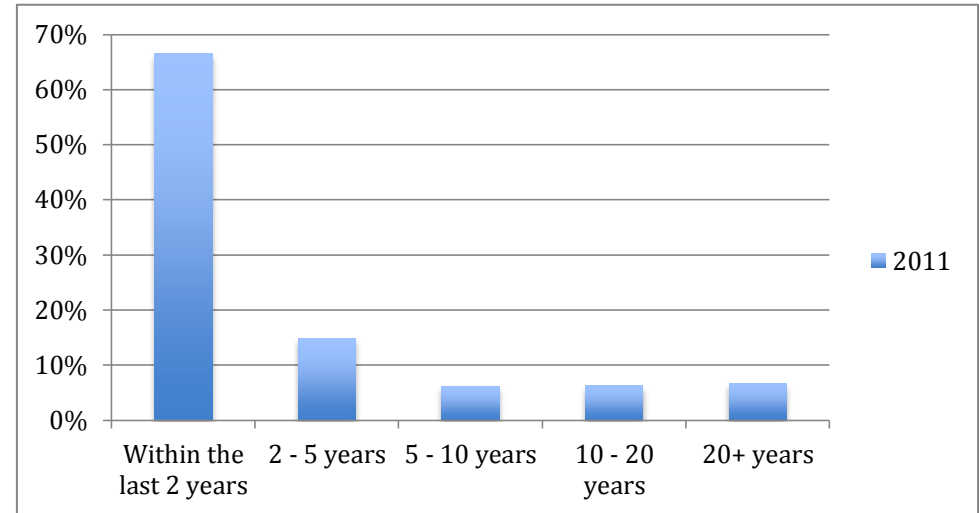


BAS Agent Con't

How satisfied are you with the ATO?

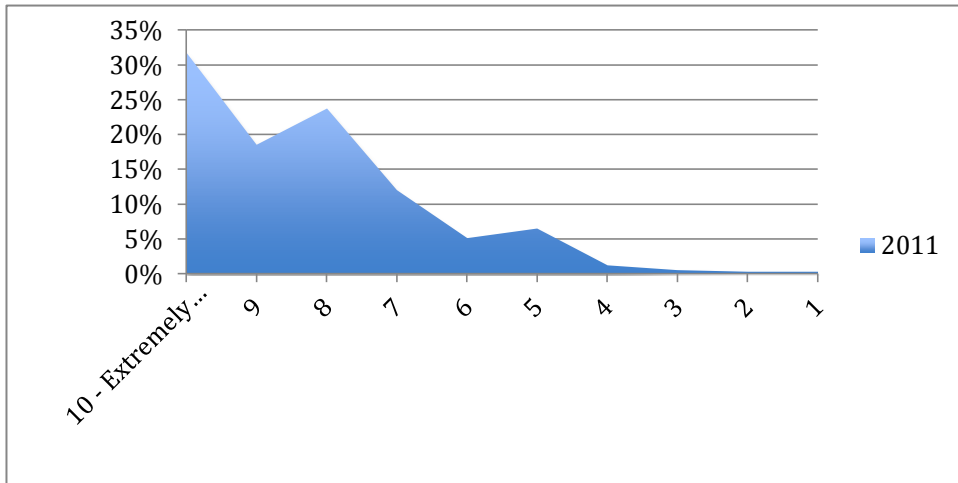


When did you complete your most recent formal qualification?

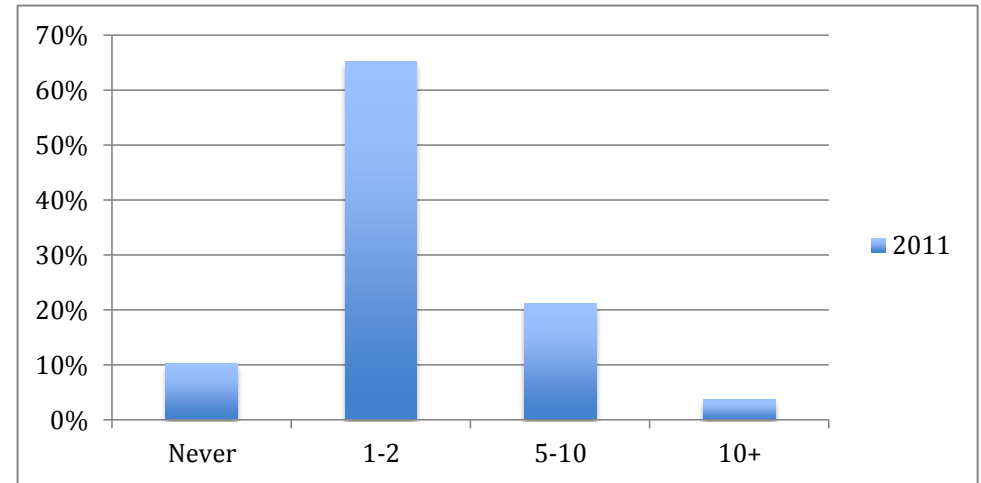


All about ICB

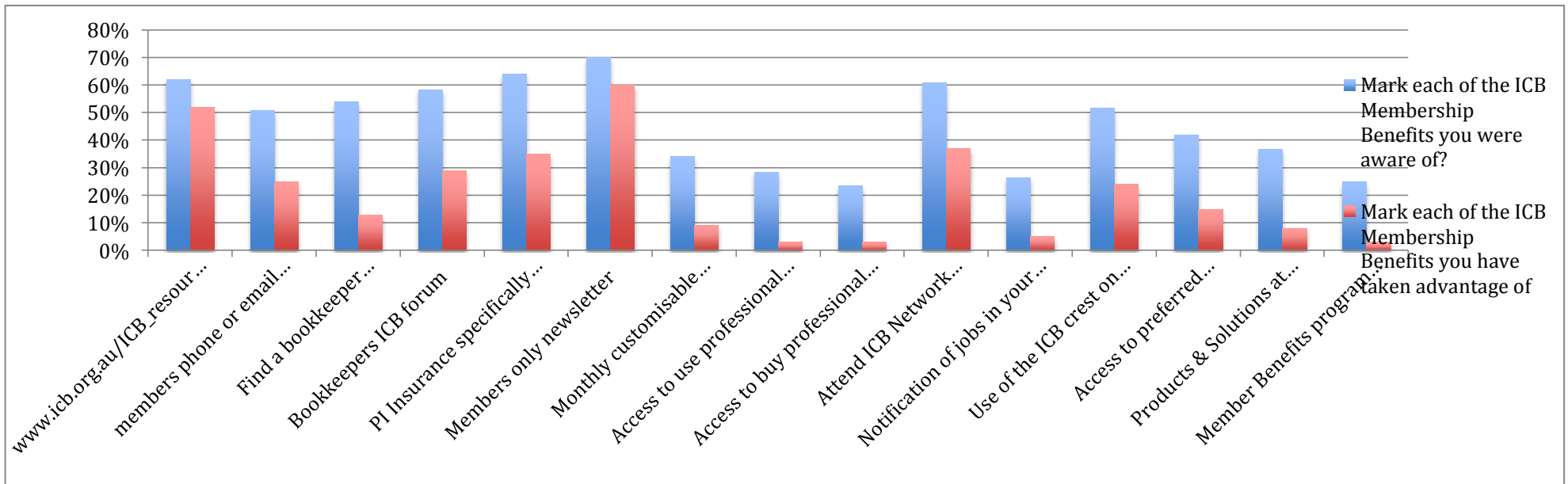
On a scale of 1-10 How satisfied are you with ICB?



How many times do you visit the ICB website?

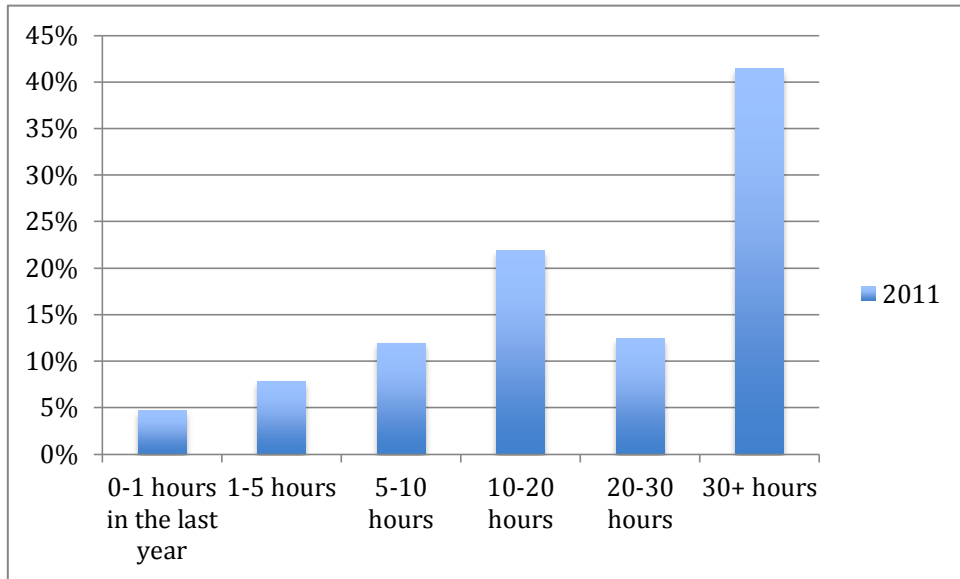


ICB Membership Benefits. Are you aware and have you taken advantage of?



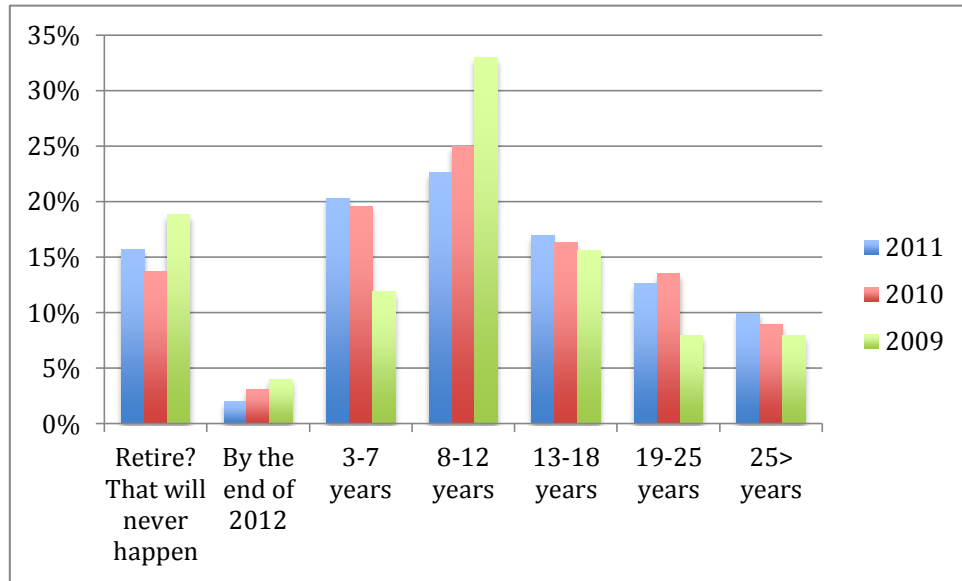
All about ICB Con't

How much continuing education have you undertaken in the last year?



The Future

How many years until you plan to retire?



Do you have a 5 year business plan?

