

Nomination Information

Members nominated for consideration as a Director of The Institute of Certified Bookkeepers Ltd (ICB) are asked to complete and submit the following Declaration:

I Alexi Boyd hereby agree to be nominated for consideration by the members to be a Director of ICB and if so elected consent to act in accordance with the obligations as set out in the 'Requirements for ICB Directors' (attached)

I provide the following declarations and information that can be made available to all ICB members.

Nominee Details:

Member No: _____

First Name:

Family Name:

Alexi

Boyd

Email:

Mobile Phone number:

alexi@smallbizmatters.com.au

0424 568 712

Business name:

Small Biz Matters

Address: (Suburb & State – only)

Mount Colah, NSW

Suitability to be a Director

- I am over 18
- I am eligible in accordance with the requirements of ASIC and the Corporations Act 2001 to be a Director: <https://asic.gov.au/regulatory-resources/financial-reporting-and-audit/directors-and-financial-reporting/https://asic.gov.au/for-business/small-business/starting-a-small-business/#eligible>
- I have completed a Police check – results attached. <https://www.police.vic.gov.au/national-police-records-checks>

Yes	No
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>

<input checked="" type="checkbox"/>	<input type="checkbox"/>
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Signed:

A Boyd

Dated:

8 Feb 2024

Relevant information for consideration of Nominee

(Once approved, the nominee will need to provide a 150 Word paragraph including a black and white passport size photo that will be uploaded to the website as part of the election process)

1. Background, qualifications & experience:

- What is your current employment situation?
(own business / contractor / in employment / retired)
Please include name of employer if relevant.
- What Bookkeeping qualifications/experience have you achieved (if any) and when?
- What value do you believe you would bring to the ICB Board?
- Are there any potential 'Conflicts of Interest' that members would need to be made aware of? (Refer to <https://www.tpb.gov.au/managing-conflicts-interest-BASagents>)
- Are you involved in any 'Partner Programs' of ICB?

2. Self-promotion:

- Is there any additional information that you would like to provide to members that you would like them to consider in evaluating your nomination?
(You may like to include your resume)

3. Acknowledgement:

I acknowledge that I have read and understood:

- Director Roles and Responsibilities (as per Board Charter Extract provided in the online application process information).
- I agree to the requirements for active contribution to the ICB Board as detailed in the Extract of the Charter.
- That the term of the appointment will be 3 years.
- As part to the voting process, I will be available to record a webinar introduction for members to view prior to the commencement of annual election voting being early to mid-April.
- I confirm that all the above information is true and correct and can be made available to all members of ICB for the purpose of expressing their votes.

Director Nomination Form ICB A Boyd – additional information Pg3

[LinkedIn Profile](#)

CV – attached to application

1. **Current employment** – self-employed at Small Biz Matters

2. **Bookkeeping qualifications / experience**

- Certificate IV in Bookkeeping (TAFE 2013)
- Certificate in Small Business Management (Blended International 2017)
- Previous BAS Agent with TPB (agent ID 24716244)
- Fellow of ICB (2020)
- Xero Silver Partner
- Business owner of Boyd Office Management Services (2013 – 2021)

3. **What value would you bring to the board** – As a result of my reputation as a leading small business and bookkeeping advocate, my role as CEO of COSBOA and a strong network in the small business community, I have enduring relationships with the following bodies and departments which include:

- Federal Government departmental relationships DEWR, Treasury, Dept Finance, DHA, DEECCW (as high as Department Secretary)
- Government agency relationships – ATO, ASIC, ASBFEO, auDA, ACSC, AFCA,
- Stakeholder relationships with other accounting and bookkeeping associations (ABN, IPA, CPA Australia, The Tax Institute) and other small business associations (IPA2, AHA, MMA, CITT, ATMS, DPSANZ)
- Peak Business Groups (BusinessNSW, VCCI, ACCI, ABA, Tasmanian Small Business Council, BCA, AIGroup)
- Other advocacy organisations (Tech Council, ACCAN, ECA)
- Other peak organisations (ACTU)
- Small Business Commissioners – VIC & QLD
- Numerous Federal politicians from Treasurer, Ministers to cross-benchers and back benchers.
- Strong relationships into politicians in the NSW Liberal Party
- Ongoing relationships with key corporate partners – Xero, MYOB, Intuit, NBN, Square, NAB, ANZ, CBA)

As the head of the organisation COSBOA, I represented the interests of small business on over 25 different government roundtables, groups and councils and made numerous submissions to Government departments.

I believe this intimate understanding into how the machine of government works and appropriate policy advice and engagement would be of great value to ICB.

4. **Potential conflicts of interest**

- Since May 2014 I have been presenting in a volunteer capacity on local community radio, [Triple H 100.1FM](#), a radio program [Small Biz Matters](#) dedicated to educating, small businesses and more recently in the areas of government policy.
- I am currently consulting as a small business policy strategist. My current clients include [Energy Consumers Australia](#) (working with governments and agencies at

various levels to represent small business in the Energy policy space) and [Thrive Refugee Enterprise](#) (a not-for-profit, which supports refugees and asylum seekers to start their own businesses, accompanied with low interest funding.)

- I am a Patron for the Hornsby Chamber of Commerce

5. Involvement in partner programs

- I don't have any current involvement with partner programs, although in the past I have been involved with community programs and events hosted by accounting software platforms such as Xero & Intuit.

6. Self promotion

As a former member and Fellow of ICB, I have been a proud and fierce advocate for the bookkeeping profession in the media, in my role as the leading advocate for small business in Australia and when speaking to Government and key stakeholders.

Both in publicly in the media and in confidential meetings I continually advocate for the importance of bookkeepers as advisors and critical members of the accounting profession. They are a constant lifeline to their clients and not only support their success, but the economy as a whole. Their importance and value cannot be understated as policy partners for Government of all levels, business leaders and supporters, enabling complex business requirements to be translated into simple process on a daily basis

Please see attached CV.

As per Extract of Information from the Charter:

2 Role of The Board

The Directors jointly as a Board provide leadership, set strategic and policy direction and oversee the business and affairs of the association for the purpose for which the association is established. The Board is accountable to the members of the association for the overall performance of the association, in accordance with the objects of the associations as contained in the Constitution.

The Board does not manage the day-to-day operations of the association. This is delegated to the Chief Executive Officer.

11.2 Annual Schedule

The new Board's year begins with the first meeting following the AGM. The election of Directors is phased over a three year period to ensure that there is continuity of Board business and knowledge. The Board normally will agree on an annual schedule of meetings before the AGM but this will be ratified at the first meeting after the AGM by agreement of the Directors. The annual schedule will:

- Ensure sufficient frequency and time to fulfill the Board's responsibilities.
- Provide time and opportunity for annual events such as strategic and risk planning, the statutory audit, consideration of the annual accounts, annual report and AGM, strategic review of services, conferences and events schedules.
- Allow time for internal and external presentations as appropriate on strategic aspects of the Association and the environment.
- Allow time for professional development activities for the whole Board.
- Provide for a review of Board performance including progress against the Board plan.
- Provide for four, two day meetings either face to face or via electronic means generally in February, June, September and December, a one day post AGM meeting normally in May and additional meetings as considered necessary.

Signature A Boyd Dated 7 Feb 2024

Alexi Boyd

m: 0424 568 712

e: alexi@smallbizmatters.com.au

LI: [Alexi Boyd](#)

A strategic thinking, results-orientated professional with demonstrated capacity to implement key policies whilst increasing the profile and profitability of organisations. An effective and creative communicator with a wealth of experience in media, public speaking, and high-profile public relations. An experienced executive and business owner with the proven ability to manage a broad range of stakeholders across complex organisations including ministers, government departments, regulators, corporate and small businesses. Highly organised with a record in successfully leading and motivating team members and stakeholders.

Career Summary

Energy Consumers Australia	Small Business Policy Strategist (contract, current)
Thrive Refugee Enterprise	Government Relations, Advisor (contract, current)
Ministerial Advisory Committee for Skills Migration	Committee Member (current)
Council of Small Business Organisations Australia	Chief Executive Officer
Small Biz Matters Consulting	Consultant, founder, podcaster, radio show broadcaster
Boyd Office Management Services	Business Owner, BAS Agent, Business Advisor

Key Skills and Core Competencies

- Complex and high level Government and Corporate partnerships formation and negotiation
- Unique communications skills to clearly articulate complex policy positions to media, government and stakeholders
- Multi-disciplined in areas of policy
- Over a decade in business advocacy
- Cooperative approach to negotiations; considering all views, finding common ground
- Building trust through meaningful and relevant, stakeholder relationships – understanding small steps mean big change
- Empathetic and knowledgeable regarding business with a track record for developing relatable, practical, strategic content
- Building processes with a focus on data driven results

Professional Experience

Energy Consumers Australia

Small Business Policy Strategist

Mar 2023 – current (contract)

Energy Consumers Australia is the independent, national voice for residential and small business energy consumers. In my role, I apply my extensive knowledge and lived experience to advise on the intersection between energy policy and small business. This offers a unique perspective to drive ECA's reputation as the national voice in energy advocacy, policy and research.

Key Responsibilities

- Embed in the ECA team a greater knowledge of the small business perspective across their grants, policy, advocacy and submissions teams
- Research and publish the [Power over their Power report](#) and deliver this research to government departments, Ministers industry and peak business groups across the country.
- Forming strong relationships with key stakeholders, experts and advocates to listen to the needs of small businesses – including peak business groups, Government bodies, industry associations, councils, academics, energy consultants and unions.
- Integrate the small business perspective into workflows and strategic plan of the organisation so the needs and concerns of small businesses are embedded.
- Advise on research, policy submissions, press releases, position statements to Ministers, and ECA's internal strategic framework.
- Represent ECA on Government and industry advisory councils.

Thrive Refugee Enterprise

Government Relations, Strategy

Oct 2023 – current (contract)

Thrive Refugee Enterprise is a national NFP organisation which has, since 2017 supported over 500 refugee and asylum seekers to start their own business with ongoing wrap-around business advice and support and funding of business loans of up to \$50k. They work closely with grassroots community groups, national settlement agencies, and Departments of Home Affairs and Employment & Workplace Relations.

Key Responsibilities

- Building relationships with corporate and government stakeholders such as Treasury, ASBFEO, business advocates, Federal and State politicians, to showcase Thrive's successes to raise awareness and grow support.
- Leverage relationships with Ministers and Home Affairs department as the Committee Member of Ministerial Advisory Committee for Skilled Migration (MACSM)
- Represent Thrive on industry led advisory groups

Council of Small Business Organisations Australia (COSBOA)

Chief Executive Officer

Jun 2021 to Jan 2023

COSBOA is the peak business association championing the issues of small business in at the national level. As the CEO I was a credible voice for small business in the media and when negotiating with parliamentarians, ministers, advisors, government departments and regulators. Tasked with leading the organisation through an intense period of change including an election, three budgets, change of government, major changes to MOG, COVID disruptions.

Key Responsibilities

- Work with the Board to develop policy positions that reflected the bona fide interests of Australian small businesses & achieve the strategic objectives of the organisation.
- Responsible for multiple policy submissions, position statements to Ministers, Federal & State Government departments, administrators and regulators.
- Led interactions with all levels of Australian Governments on relevant national public policy issues
- Engage with politicians and bureaucracies on legislative and regulatory developments that affect small business
- Develop constructive partnerships with like-minded organisations and industry bodies
- Provide an authoritative voice for small business in the national media
- Design, implement and monitor the operation of efficient member communication frameworks
- Manage COSBOA financials, working with Board Treasurer to ensure regular and timely business reporting of all financials, annual business budgets and strategic business plans
- Manage all communications for the organisation across social media platforms, EDMs, broadcast and masthead media, public relations

Key Achievements - POLICY

- Policy success – influenced Treasury to change their policy on consumer data rights enabling small business to continue sharing their bank feed data with any software and trusted advisor they wish.
- Policy success – on behalf of members, influenced Treasury and Reserve Bank of Australia to implement a phased approach to mandating payment providers to implement Least Cost Routing (where merchants pay the least cost fees as a default) into their payment systems.
- Policy success – NSW COVID strategy – Led by myself, the COSBOA team worked alongside NSW Ministers, Treasury, Customer Service & Health, BCA, BusinessNSW, Aust Retailers Association, AIGroup, and strong working relationships were built with Ministers, NSW Treasury, NSW Health and NSW Customer Service departments to ensure the impact on the NSW small business economy was minimized. COSBOA also worked across other state governments on their COVID response.
- Influential voice at Ministerial meetings – increasing the policy areas of stakeholder engagement to which COSBOA was invited including the Respect@Work Council, Ministerial Advisory Committee on Skilled Migration (Home Affairs) & National Workplace Relations Consultative Council (DEWR).
- During 2023 Industrial relations negotiations, a key figure in influencing cross benchers and independent Senators to incorporate amendments to safeguard small business in new Same Job Same Pay legislation.
- During negotiations relating to Paid Domestic Violence Leave with AG and DEWR Departments, successfully negotiated to include 12 month delay of commencement and review to measure the qualitative and quantitative impact on small business people & their livelihood.

Key Achievements - PURPOSE

- Project success - Authored and successfully lobbied for the \$23.4 million Government funded [CyberWardens Initiative](#) with Minister for Home Affairs & Cybersecurity, Clare O'Neill. This program, designed to support all small businesses around Australia will deliver a skills program to improve cybersecurity awareness and training through a program of microcredentials. Negotiated additional corporate funding from Commonwealth Bank and Telstra.
- Effectively network to significantly increase the number of COSBOA members.
- Develop collaborative relationships with corporate partners resulting in new sponsorships totalling to date \$447K (a three-fold increase from previous).
- Develop and implement new processes across operations and organisation including initiating a new whole of organisation strategic approach and annual strategic plan.
- Create and implement data driven resources to Government to develop policy; publications including published [COSBOA Quarterly Small Business Data Report](#) and [Small Business Perspectives report](#).
- Improved net profitability of COSBOA, leaving the organisation with 5 years financial stability.
- Hosted the 2022 COSBOA National Small Business Summit opened by NSW Treasurer and featured keynotes from Federal Small Business Minister and Opposition Small Business spokesperson in the leadup to the election. This event increased sponsors YOY.

Key Achievements – PARTNERSHIPS & INFLUENCE

- Enthusiastically and professionally engage with audiences at speaking & media engagements inc:
 - Oct22 – featured in The Australian article [The Women whose counsel steers Albanese](#)
 - Sep22 representing small businesses as a speaker and attendee at the [2022 Jobs and Skills Summit](#) one of only 100 highly sought after invitations
 - Mar22 [Australian Financial Review Banking Summit](#)
 - Aug22 [Regional Australia Institute Regions Rising National Summit conference](#)
- Successfully manage media, government, sponsorship and external stakeholder relations
- Over 300 high level media engagements in 12 months inc COSBOA's first appearance on [Q&A](#), regular guest on [Today Show](#), [Sky News](#) & Business, [ABC RN News Breakfast](#), [The Business](#) & The World Today.
- Through this increased presence, positively utilise COSBOA brand and public image to increase influence over numerous policy areas.
- Memorandums of understanding signed with ACTU & Business Council of Australia in relation to Industrial Relations advocacy & policy, relationship building with former adversaries Australian Chamber of Commerce & Industry, Australian Council of Trade Unions
- Establishing new strategy for the organisation for fortnightly Member & Stakeholder Roundtables to update on COSBOA activities, deliver content from a wide range of experts, and consult with members on key policy areas
- Establish two new expert policy panels in response to changing policy priorities of government – Digital and Cyber, and VET, Skills and Workforce Planning

Small Biz Matters

Radio Show Host, Lead Consultant

May 2014 to present

[Small Biz Matters](#) is a long form live radio show and podcast dedicated to small businesses. Now into its 9th year the program has grown from advocating locally to specialising in national issues: People, Policy and Purpose.

Key Responsibilities & Achievements

- Maintaining Community Broadcasting Australia standards and that of the Triple H radio station
- 1hr weekly live radio broadcast, later published as a podcast on multiple platforms.
- Delivering over 220 podcasts, over 22,000 downloads in first 12months.
- A trusted media partner with the ATO, ASIC, ASBFEO and other Govt agencies to deliver key policy messages and illustrate small business support measures.

Boyd Office Management Services

Director

Jun 2013 to Jun 2021

A fully qualified BAS Agent registered with the Tax Practitioners Board, offered BAS, Super & Payroll and advisory support.

Key Responsibilities & Achievements

- Build a successful practice to over 100 micro and small business clients.
- Specialised in teaching new small businesses digitisation, compliance and financial literacy
- Clients included – Fintech, start-ups, sole traders, cafes, consultants, tradies, teachers, consultants,

- Services include: BAS, GST, TPARs, Payroll and STP reporting to ATO, advisory services in HR, WHS, cybersecurity, data, and cloud accounting, R&D reporting
- Fellow of Institute of Certified Bookkeepers as an industry leader & advocate
- Featured on ATO Tax InVoice podcast, Two Drunk Accountants, Cloud Accounting Stories.
- Speaking engagements as industry leader at finance conferences inc ABE, ICB forums, CeBIT, TAFE, XeroCon

Community Leadership & Advocacy Roles

As a community leader I enjoyed representing my local community on grassroots issues that mattered – the environment and natural resources, community groups, local economic development and education.

- Director on Board for Triple H 100.1FM
- Committee Member, Ministerial Advisory Committee for Skilled Migration (MACSM)
- Committee Member, Small Business Advisory Forum, Australian Communications Consumer Action Network (ACCAN)
- Member of the Berowra for Yes Committee
- Community Representative Member of Hornsby Council’s Bush Management Advisory Committee advising on Natural Resources policy and advocating for environmental protection measures
- Bush Care Volunteer
- Member of Fundraising committee for Hornsby Kuring-Gai Women’s Shelter
- 5 years as Head of Fundraising at Hornsby North Public School. Raised over \$100k through project management of entire Autumn Fair for 8 years: 5000 attendees, 300 volunteers (including CALD), 80 business market stalls, 30 fundraising activities, business sponsorships

Qualifications

University of New South Wales (UNSW) Bachelor Applied Arts, Bachelor Education (B.Ed.)	2001
TAFE NSW Certificate IV in Bookkeeping, Accounting Technology/Technician	2013
Blended Learning International Certificate IV in Small Business Management	2019
International Association for Public Participation (IAP2) Essentials of Engagement	2023

References

References are available on request.