THE INSTITUTE OF CERTIFIED BOOKKEEPERS

31 January 2026

Director Nomination Form

Date: 02/03/2026

Dear Members,

Nomination for the position of a Director with ICB.

(Nominees must be endorsed by two (2) ICB Members)

We Karen Blackhall Member no. 367567

& Kristi Adams Member no. 339387

hereby nominate:

Martine Hoosen (the nominee) Member no (if applic) 350471

Of The Bookkeeper's Academy

Dianella, Western Australia

(Business Name - Suburb & State)

to be considered by the Members for the position of Director of The Institute of Certified Bookkeepers Ltd (ICB).

We have read the information provided by the nominee and believe it to be true and correct.

We commend the nominee to the members.

Name: Karen Blackhall

Signature: Karen Blackhall *Digitally Signed by Karen Blackhall 02/03/2026 04:14:27 PM +08:00*

Date: 02/03/2026

Name: Kristi Adams

Signature: *Digitally Signed by Kristi Adams 02/03/2026 04:19:59 PM +08:00*

Date: 02/03/2026

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, Martine Hoosen 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'.

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

Nominee Details

Member No: 350471

Given Name: Martine Surname: Hoosen

Email: martine@thebookkeepersacademy.com Mobile Phone No: 0413547189

Business Name: The Bookkeeper's Academy

Address (Suburb & State only): Dianella, Wetern Australia

Suitability to be a Director

	Yes	No
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/	☑	☐
I have applied for a Police check – results to be provided	☑	☐

Victoria [link]

New South Wales [link]

South Australia [link]

Queensland [link]

Western Australia [link]

Tasmania [link]

Northern Territory [link]

ACT [link]

Signed: Martine Hoosen Date: 03.03.2026

View results

Respondent

3 Anonymous

31:25
Time to complete

Relevant information for consideration of a Nominee

1. Background, qualifications & Experience

1. What is your current employment situation? *

- (●) Own Business
- ( ) Contractor
- ( ) In Employment
- ( ) Retired

2. What bookkeeping qualifications/experience have you achieved (if any) and when? *

I hold a Certificate IV in Financial Services (Accounting) completed in 2007 and a Diploma of Financial Services completed in 2009. I am a Registered BAS Agent and a MYOB Certified Consultant, and I am also a Xero Certified Advisor and Gold Partner.

I have worked in the bookkeeping profession since 1993 and operated my own bookkeeping practice from 2000 until the end of 2025, when I sold the practice after 25 years. During that time, I built and managed a multi staff bookkeeping firm servicing a broad range of Australian and Global clients. I remain connected to the practice as part of the Bookwiz business.

In addition to my practice experience, I founded The Bookkeepers Academy, where I provide mentoring, education, and practical resources to support bookkeepers in building sustainable and profitable bookkeeping businesses.

I am also a member of Xero's current XPAC Cohort.

3. What value do you believe you would bring to the ICB Board? *

I bring over 30 years of experience in the bookkeeping profession, having worked both within practice and across the broader industry supporting the development of other bookkeepers. My experience includes building and scaling a successful multi staff bookkeeping practice, implementing strong governance and compliance frameworks, and mentoring hundreds of bookkeepers through The Bookkeepers Academy.

Through these roles I have developed a deep understanding of the challenges and opportunities facing the profession today, particularly around compliance, technology, pricing sustainability, professional standards, and the transition from sole operator practices to scalable businesses. I believe this perspective allows me to contribute practical, real-world insight into the decisions and strategic direction of the ICB.

I am passionate about elevating the bookkeeping profession and ensuring it continues to be recognised as a highly skilled and essential part of the Australian business ecosystem. I would bring to the Board a strong commitment to supporting members, strengthening professional standards, and helping the profession adapt to changes in technology, regulation, and client expectations.

Having worked closely with bookkeepers at every stage of their journey, from those just starting out through to established multi person practices, I believe I can represent the voice of members across the profession and contribute constructively to the ongoing development and relevance of the ICB.

4. 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) *

I am the founder of The Bookkeepers Academy, an online education and mentoring platform that provides resources and professional development support to bookkeepers. The Academy operates independently of the Institute of Certified Bookkeepers and focuses on business mentoring, practice management, and professional growth within the bookkeeping profession.

5. Are you involved in any 'Partner Programs' of ICB? *

I am not an official partner of ICB.

2. Self Promotion

6. Is there any additional information that you would like to provide to members to consider in evaluating your nomination? (this could include your CV details) *

I have spent more than 30 years working in the bookkeeping profession and 25 years building and leading my own bookkeeping practice. What began as a solo bookkeeping business grew into a seven-figure firm with 12 staff, strong systems and long-term client relationships. In 2025 I successfully sold the practice, though right now I still remain part of the Bookwiz team.

Throughout my career I have worked closely with SMEs, national franchise brands, and government organisations, providing bookkeeping, payroll, training and advisory services. Over several years I also designed and facilitated a series of financial literacy workshops for the WA business community on behalf of local government, supporting small business owners to better understand topics such as GST, bookkeeping, payroll, cash flow, and pricing.

In addition to running my practice, I have remained actively involved in supporting the broader profession. I am the founder of The Bookkeepers Academy, where I mentor and support bookkeepers at different stages of their business journey, helping them build sustainable and profitable practices. Through this work I regularly engage with bookkeepers across Australia and maintain strong insight into the challenges and opportunities facing the profession today.

I have also been recognised with numerous industry awards for both practice excellence and my contribution to the bookkeeping profession, which include 2 x LUCA Awards, 2 x Bookkeeping Firm of the Year Australian Accounting Awards and Bookkeeper of the Year Australian Accounting Awards. I have also been a recipient of the Top 50 Women in Accounting.

I am passionate about strengthening the bookkeeping profession and supporting the people within it. If elected to the Board, I would bring a practical industry perspective, a strong understanding of the realities faced by bookkeepers in practice, and a genuine commitment to supporting members and contributing positively to the future direction of the ICB.

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
- 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 express-ing their votes.

7. Signature *

Martine Hoosen

8. Date *

7th March 2026.