Annual Survey Report

**THE INSTITUTE
OF CERTIFIED
BOOKKEEPERS**

Edition 7

THE INSTITUTE
OF CERTIFIED
BOOKKEEPERS

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ICB Survey Results Released

Commentary is based on 780 responses received during November and December 2017

What a surprise? 87% of our population indicate they are female and the majority are aged between 40 - 60 with 15+ years experience. 87% are BAS Agents and 89% will be renewing.

This survey confirms our observation that the significant influx of people being recognised as bookkeepers, resulting from the BAS Agent regime (commenced in 2010, which required everyone to be fully qualified and experienced by 2015) has settled.

But, the community of professional Certified Bookkeepers continues to grow. We are increasingly qualified, we stay connected to our preferred software and we are keeping more than the required amounts of Continuing Education.

The development of the "multi-person" bookkeeping practice is happening. More people indicate they have full-time employees, more people indicate they have part-time employees, and substantially more people indicate they have full-time contractors, with a growth in part-time contractors. Overall 48% of respondents are working within a "multi-person" practice compared to 46% previously.

The type of work being performed remains consistent. Only a minor tweak to increase the amount of "on-site" bookkeeping work performed by 84% of the community, with "off-site" increasing by 1% to 95%. Debt collection work has increased to 36% of the population.

What services do you and/or the business provide?
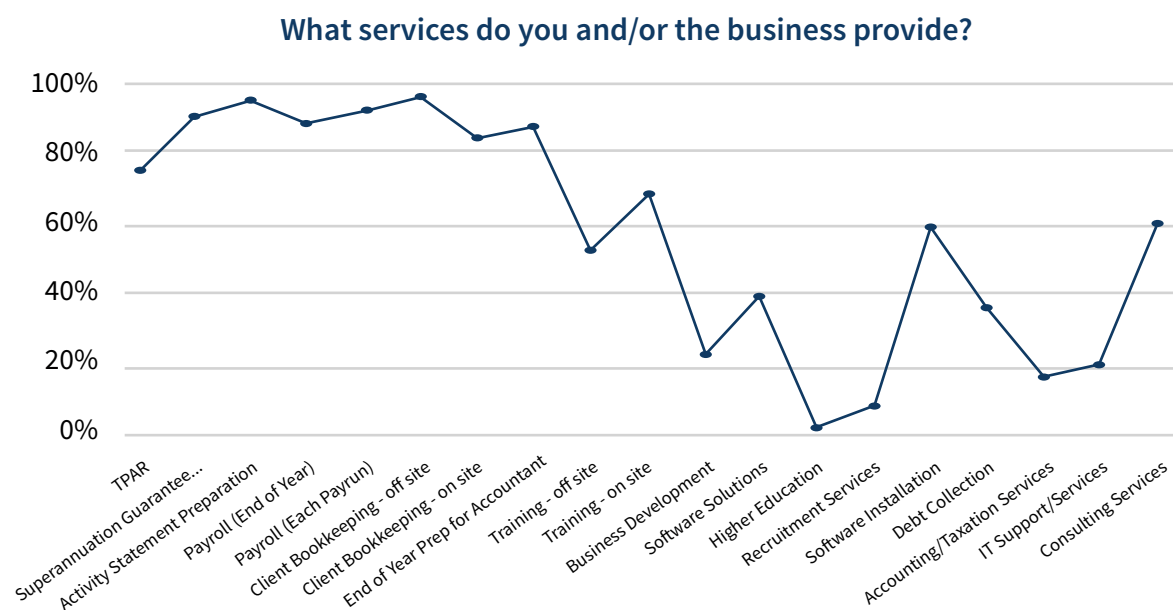
The trend of businesses allowing access to their information remotely or cloud based (whether they understand what that includes or not) continues to grow.

Client word-of-mouth referrals remains the greatest form of business acquisition.

51% of bookkeepers help "advising the business on which awards apply to employees".

Only 64% indicate they use an Engagement Letter, a significant decline based on previous years, which is not a good sign.

91% of us use the BAS Agent Portal from the ATO. 80% of us indicate the BAS isn't lodged on time due to late information from the client.

In general we continue to remain happy with our software providers (91% in 2017 compared to 93% in 2016), but not as happy with the partner programs (an 8% decrease to "neutral"). When we asked the feature you are most satisfied with and dissatisfied with for each software company, the responses to our strategic partners differed: MYOB, Reckon and Xero all received significantly positive "usability" responses, with Intuit QBO receiving positive "pricing". MYOB and Xero both received negative "price" responses, with Reckon and Intuit QBO suffering on "usability".

For each software program you have used over the past 12-months, please select the feature you are most satisfied and dissatisfied with: ● Satisfied ● Dissatisfied
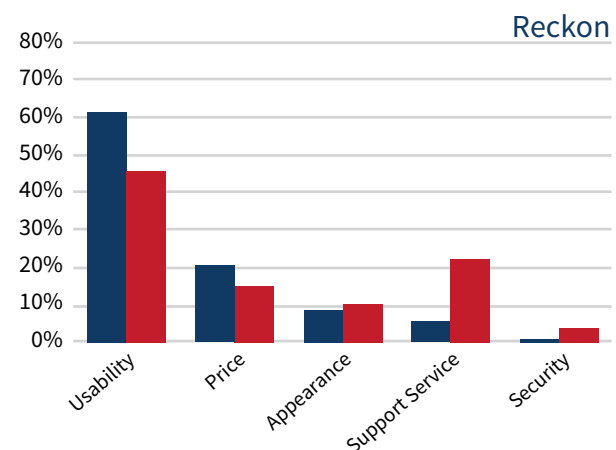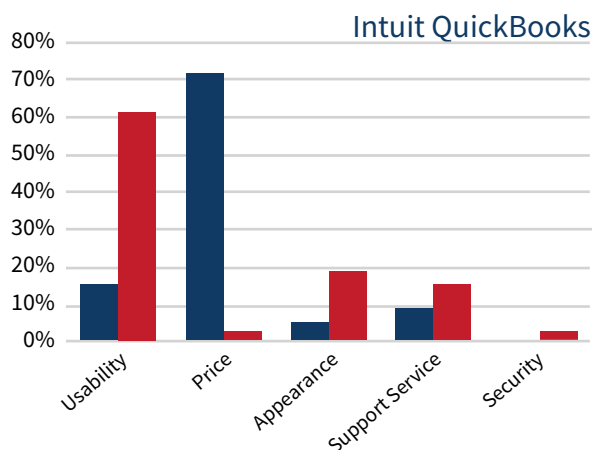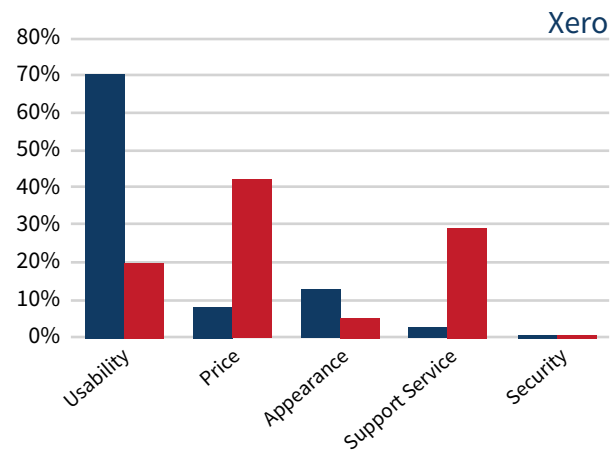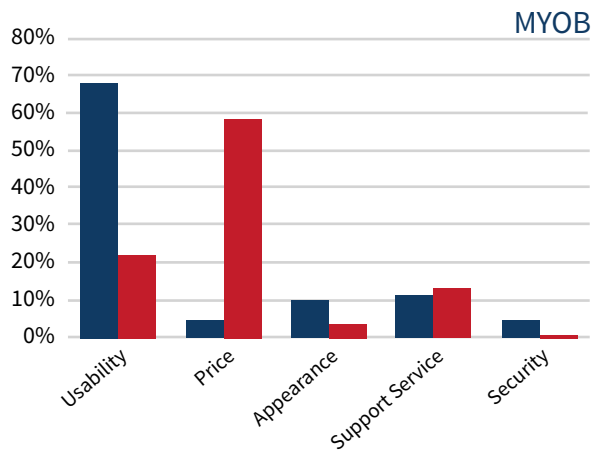
MYOB remains the dominant software.

Phone support from software companies is preferred, along with online webinars followed by video (recorded) for the preferred software training methods.

Financial Benchmarks

50% have less than 20 clients.

7 day terms for payment is the overwhelming expectation.

Charge Rates
- There is a popular price point for bookkeeping between $50 to $70 per hour
- The price point of $100 to $150 for BAS exists, but is still overwhelmed by the same rate as for bookkeeping
- High end consulting has a more regular (but only 20% of responses) charge of $100 to $150

There has been very little shift within the last three years.

The community is shifting from hourly-based fees, but it is still the majority of billing practices (54% down from 61% last year). Noting that 30% indicate they do a combination of fixed fee and hourly.

Who are you and who do you want to be in 2018?

Two types of bookkeeping… Which one are you?

1. Processing of historic data – creating the record of what has already happened.
2. Conducting the business – using systems to efficiently do the business, *and* at the same time the records are created, **properly!**

Maybe you are the third type…

3. The reviewer – checking that the systems have recorded correctly, then using the data results to provide useful analysis to the business.

The purpose of bookkeeping hasn't changed - the role of the bookkeeper hasn't changed - technology is simply enabling more individuals to develop an interest in bookkeeping.

Professional Certified Bookkeepers perform a range of services, and provide an assurance to business owners and management at a level not provided by others.

Bookkeeping (2018) is:

1. **Processing of Historic Data**
   a. Utilising accounting software
   b. Connecting the software to bank feeds of all relevant bank accounts
   c. Establishing the bank feeds to auto-code/allocate based on rules
   d. Using the bank feed process to efficiently allocate all transactions
   e. Ensure the bank feed enables or is supported by a bank reconciliation
   f. Bring any non-bank transactions into the accounting software
   g. Ensure records/documents exist to validate the transactions (maybe using technology to store and match the receipts or invoices to the recorded transaction)
   h. Provide reports
2. **Conducting the Business**
   a. Utilising accounting software
   b. Connect to the revenue generating processes (time sheets, production, product management) to synchronise the activity to the invoice generation
      i. Electronic invoice generation (email, client portals)
      ii. Embedded client payment portals (included in the invoice, details and hyperlinks to enable immediate payment into your system, or enabling the clients immediate establishment of the payment)
      iii. Automated debtor follow-up systems
   c. Electronic employee management
      i. Information capture including SuperChoice, TFN Decs
      ii. Time capture (if applicable)
      iii. Salary and wage payment system (electronic including direct payments, digital payslips, employee portals)
   d. Digital purchase processes
      i. Online ordering, purchasing and receiving of invoices
      ii. Electronic payment system
   e. Integrated banking connection
      i. In 2017 it may still require use of internet banking
      ii. Receipt gateway (both merchant and direct debit)
      iii. Payment gateway (integrated with purchases system and payroll)
      iv. Bank feeds for auto coding/matching and reconciliation
   f. Digital communication
      i. Secure communication portals to clients, suppliers, employees and management
      ii. User security with appropriate selection of access areas
      iii. Multi-factor authentication at login or at time of performing specific tasks

3. **The Reviewer**
    a. Utilising the reports within the software or add-on analysis tools to:
        i.   Detect anomalies in the way transactions have been recorded
        ii.   Analyse performance and provide reports
        iii.   Ensure security over system changes and authorisations
    b. Complete compliance based reporting
        i.   Activity statements: GST, PAYGW, etc
        ii.   Providing information to enable income tax reporting
        iii.   Single Touch Payroll – each pay event reported (in 2018)
        iv.   End of year payroll compliance

Who are you?

Which of these processes and services do you provide for your businesses?

Is the business management aware of the processes you provide, and the systems you use to ensure they are performed efficiently and even cost effectively?

Which of these areas need improvement/further knowledge of, to ensure you stay up-to-date with the latest technology to improve your businesses processes?

Who do you want to be?

Which of these processes and services do you *not* want to provide? It is ok to be comfortable in limiting your scope of services, as long as you have deliberately determined the scope of what you do! Consider aligning with others who provide the additional services to ensure you can still be involved in controlling the provision of the comprehensive services to your businesses. Alternatively you risk losing them.

Are you under threat in 2018?

Threat? No   Challenge? Yes

Solution:
1. Ensure you know what you want to be delivering!   Decide
2. Ensure you are competent to deliver that service!   Educate
3. Ensure your existing businesses (clients or employers) know what you provide! Promote

Who do you want to be in 2018?

[ ] Make decisions
        How many hours do you want to work?
        How many people do you want working with you?
        How do you want to set the price for the services you provide?
        How much do you want to charge for those services?

[ ] Document and automate your processes
        Formalise what you want your terms of engagement to be
        Decide how you are going to present these to businesses
        Keep records of your actions for the businesses
        Decide (in advance) what factors would cause you to terminate a business

[ ] Remind your business what you do for them!

Others will attempt to take over the services they believe you provide for the business, presenting themselves as having new and effective solutions. Clearly communicate with your businesses, ensuring they understand the role you play in using the latest technology to improve that business. Make them aware that you have embedded the best technology into their natural business processes and enhanced it. Do not let others disrupt this system for no reason!

In the below table, we provide a framework for you to think about and make some plans for where you would like to be in 12-months' time.

While there are some areas you should contemplate developing, it is completely acceptable to plan to remain the same as are you are now in many facets of your profession.

The Bookkeeping Business

How much are you charging?

	Current charge	Indicative average based on 2017 survey results to date	Aiming for
Normal Services	$	$60 - $80 per hour	$
Specialist Services	$	$80 - $150 per hour	$
Other	$		$

If you are making a change to charge rates, on what date will you implement this change?

_____ / _____ / _____

Charge rates and billing models

- Are you happy with the billing model you currently use?
- Consider alternative billing models to your current one, either to change all clients or to offer other choices for future clients
- Are there other services you could be offering to clients? For example, cash-flow planning, budgeting, payroll, business systems, etc
- Remember that your charge rate should also include Income Protection Insurance, holidays, unbillable time, subscriptions, technology, Professional Indemnity Insurance, hardware, registrations, and more. Have you calculated properly?
- If it is more than a year since you have done the charge rate calculation, make this a priority!

Essential documents

	Yes	No	Planning to
Engagement Letter	$	$60 - $80 per hour	$
Specialist Services	$	$80 - $150 per hour	$
Other	$		$

A task report is an email or communication to the business owner/client after each batch of work, that provides information regarding what services you have completed. This should either be included in your invoice to the business owner/client, or provided in addition to the invoice.

If you are not currently using either of these documents with your clients, at the very least keep your own notes about what work you do for each client on each occasion.

How many clients?

	Current	Aiming for
Weekly		
Monthly		
Quarterly		
Ad hoc consulting		
Regular payroll		
Verify and lodge BAS		
End of year payroll		
End of year accounts		
Supervision		
Mentoring		
Training of clients		
Other		

Review and update your business information and marketing

- Do you have a professional email address?
- Does your email, website and all online activity display your professional associations, accreditations, logo and so on — are all of your communications to peers and potential clients consistent and congruent?
- Do you have a website — if so, is it time to update the information on it?
- Are you linked to software companies and industry associations?
- Have you added your information to the ICB Find a Bookkeeper directory?
- Do you have a social media presence and/or blog?
- Consider joining business networking groups in your local area or industry specialisation.

What type of clients?

Who is your ideal client? Think about size of business, location if relevant, employees, software in use, industry and so on. Do you want to focus on a particular niche type of client? Or do you want to be able to look after anyone who contacts you?

If you are clear about who your ideal client is, then it is easier to make decisions about which clients are a good fit for you and which ones to say *no* to.

In reviewing your current mix of clients and what you are aiming for, also review your own invoicing cycle and process, average debtor days and KPI's relevant to your business.

Planning Your Year

How much time are you working?

	Current	Indicative average	Aiming for
BAS time		31 - 50 hours per week	
Non BAS time		21 - 40 hours per week	
Holidays planned			

Time management

- Do you need to improve your time management to work more effectively and efficiently?
- Do you need to change the structure of your working week? For example, you may need to put in place stronger boundaries around work time and personal time.
- Consider structuring your work days for specific periods that are dedicated to specific tasks, e.g. returning phone calls, dealing with administration, reading and answering emails, billable work time.
- Consider whether you can delegate some of your tasks to others and/or outsource to other providers so you free up your available work and billable time.
- Do you need to say *no* to some things? For example, not every client may be suitable for you, not every Facebook thread requires your attention and not every networking group is relevant for you. Be discerning about where you spend your professional development time.
- Consider using an online project management solution for better client and task management.

Style of operation

	Current	Indicative average	Aiming for
Just me		55%	
Casual or ad hoc engage others		20%	
Formally engage others part-time		45%	
Formally engage others full-time		25%	
Embrace a network or franchise			
Become part of another network			
Become an expert advisor for related services			
Create a network of affiliated providers to refer business to each other			
Retire			
Sell business			

Lisfestyle factors

- Do you want to continue working the same amount?
- Do you want to reduce or expand?
- Do you need to start planning for retirement or sale of business?
- Are you happy in your current position?
- Do you take regular weekends, public holidays and general holidays each year?
- Consider whether being a contractor or employee is best for you - or perhaps a mixture of both?
- Is working from home a good option, or is it time you left the home office and found a business premises?

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All About You

Location distribution of respondents

NT 2%
WA 16%
SA 6%
TAS 2%
QLD 22%
NSW 23%
ACT 2%
VIC 26%
Overseas 1%

Are you based within 100kms of a capital city?

75% Yes
25% No

Gender distribution of respondents

Female
2017 - 87%
Females continue to dominate the bookeeping profession, showing a steady increase over the past three years.

Male
The male demographic of bookkeepers continues to decrease slightly from 2015 (16%), 2016 (14%) and 2017 (13%).
2017 - 13%

Age distribution of respondents

70+
61 - 70
51 - 60
41 - 50
31 - 40
21 - 30

2013 2014 2015 2016 2017

<20 - 40 Years
Although a slight increase in bookkeepers between the age of 31 - 40, the total percentage of bookkeepers under 40 years remains low. (21 - 30 = 3%, 31 - 40 = 17%)

41 - 70+ Years
There is a significant drop of bookkeepers aged 41 - 50 (30%) years, and a slight increase of bookkeepers aged 51 - 60 (35%). However, bookkeepers between 41 and 60 years remain dominant in the field. (61 - 70 = 13%, 70+ = 2%)

Additional Comments

Bookkeeper demographics remain fairly stable compared with results from 2013, 2014, 2015 and 2016. The number of bookkeepers conducting their work overseas shows a slight increase, along with those located in New South Wales. Results also indicate a continuous decrease in bookkeepers working in Western Australia, dropping from 18% in 2015, 17% in 2016 and 16% in 2017. Although majority of bookkeepers are based within 100kms of a capital city (75%), this has slightly decreased compared with 2015 (76%) and 2016 (78%) results.

Where do you fit, are you...

- A sole trader conducting your bookkeeping business of just you
- The owner of a bookkeeping business
- An employee working on clients of your employer's business
- An employee working only on the books of your employer
- Other
- A student
- An employee of an education body

46%
33%
7%
9%
1%
4%
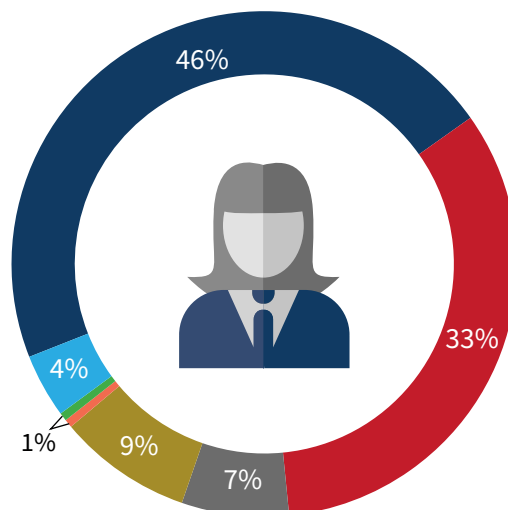
What is your current job title?

- BAS Agent
- Software/Solutions Company
- RTO
- Bookkeeper/Consultant (High End)
- Management
- Administration
- Accountant
- Bookkeeper
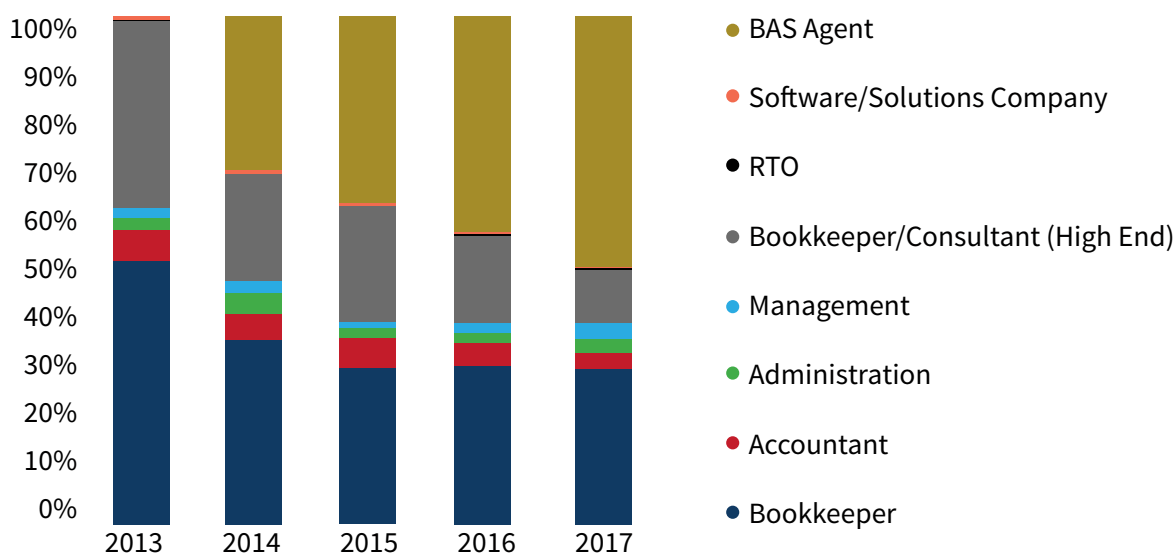
How long have you been a bookkeeper?

15 years + 44%
6 - 10 years 19%
11 - 15 years 15%
1 - 5 years 16%
Less than 12-months 3%
I am not a Bookkeeper 2%
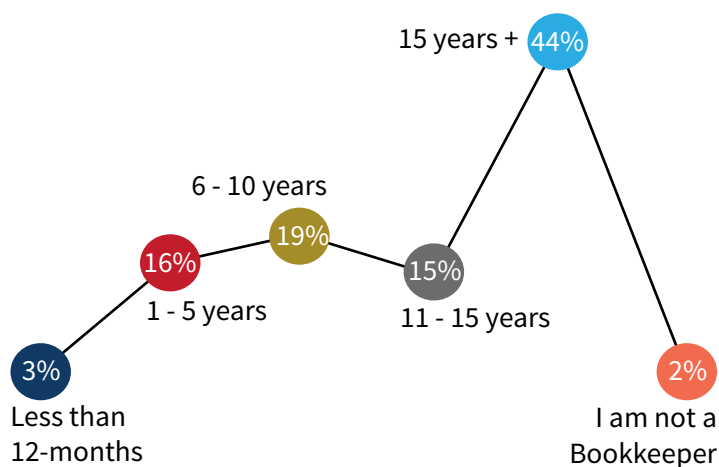
Do you have a Certificate IV in Bookkeeping or Accounting?

Yes
No
Currently Studying
I have a higher qualification
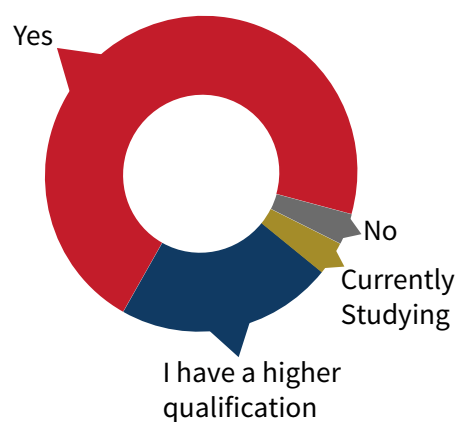
Additional Comments

The BAS Agent title continues to increase with now 46% of respondents identifying themselves as BAS Agents. We can also see 44% of respondents have worked 15 years or more in their bookkeeping role, which supports previous results from age demographics.

What social media platforms do you use for business?

Platform	Percentage
Facebook	52%
Twitter	10%
LinkedIn	38%
Google+	13%
YouTube	4%
Instagram	7%
Pinterest	1%
Blogs	6%
Other*	10%

Facebook, LinkedIn and Google+ remain top social media platforms for digital marketing.

*Other social media platforms include business websites and software websites.
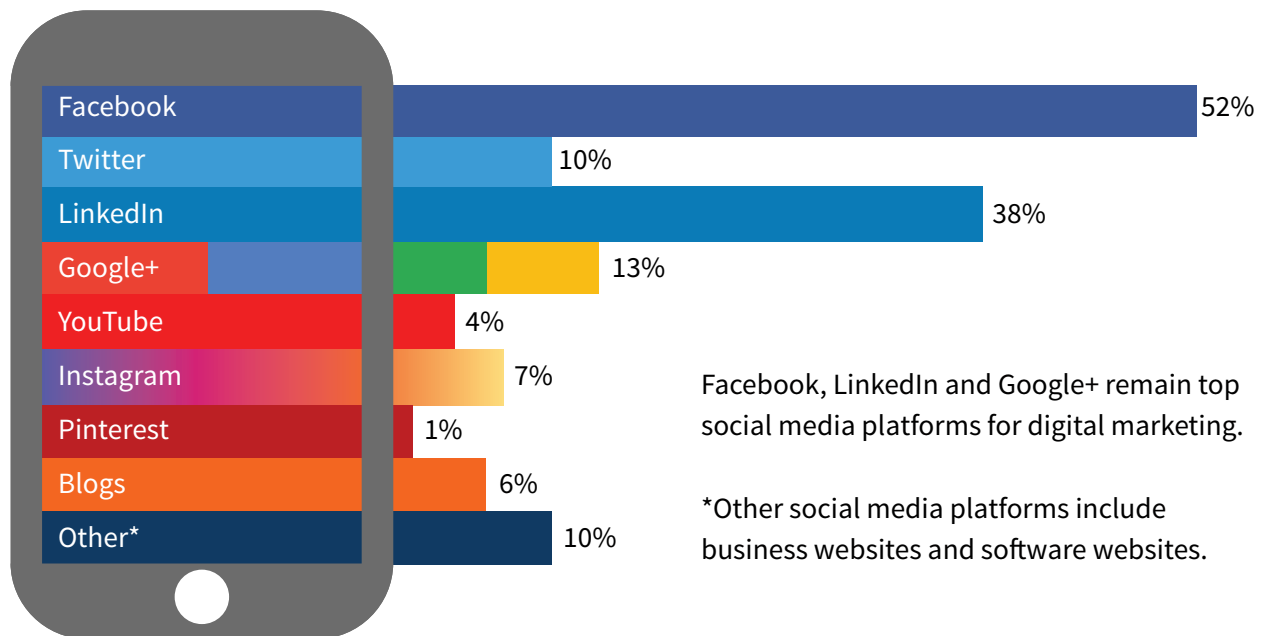
What memberships do you currently hold?

● 2015   ● 2016   ● 2017

Accounting Associations:
CPA/ICAA/IPA(NAI)/ATMA/ACCA/TIA/NTAA

AAT

ABN/ABA

ICB Membership*

Intuit ProAdvisor Program

MYOB Bookkeeper

MYOB Certified Consultant

MYOB Professional Partner

Reckon Accredited Professional Partner

Reckon Professional Partner

SAASU

Xero Partner

Not a member of any organisations

90% 80% 70% 60% 50% 40% 30% 20% 10% 0%
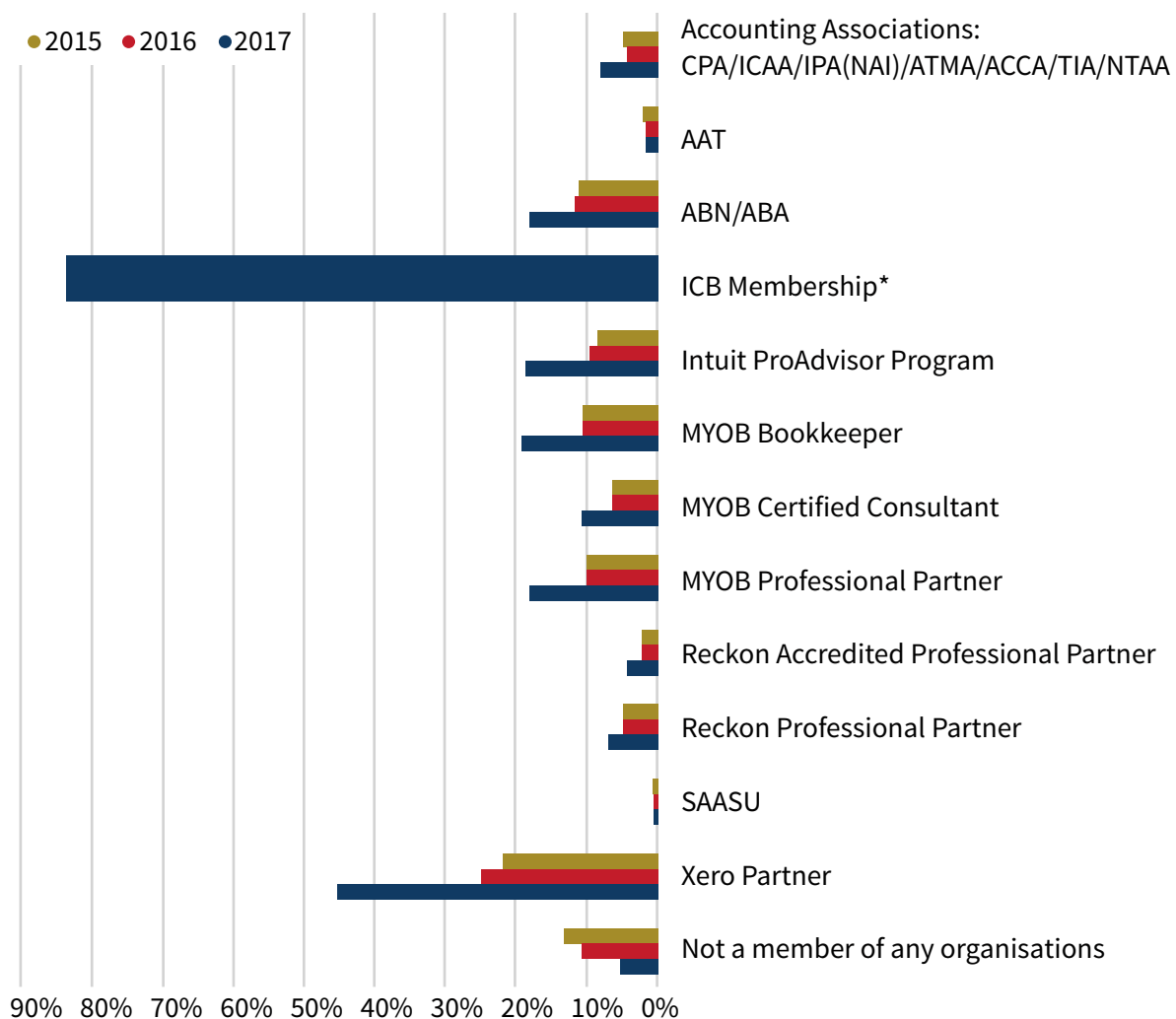
Additional Comments

*2017 is the first year ICB have been included alongside additional membership therefore we cannot compare with previous years. Results indicate a slight decrease in all memberships.

Providing Bookkeeping Services/Your Staff

How many bookkeeper employees work in your business?

Full Time Bookkeeper Employees	2013	2014	2015	2016	2017
None	43%	54%	45%	47%	36%
1 to 3	54%	45%	52%	50%	60%
4 to 7	3%	1%	2%	2%	2%
8 to 15	0%	0%	0%	0%	1%
16 to 24	0%	0%	0%	0%	0%
25 or more	0%	0%	0%	0%	0%

Part Time Bookkeeper Employees	2013	2014	2015	2016	2017
None	68%	71%	71%	64%	58%
1 to 3	30%	27%	27%	34%	39%
4 to 7	2%	2%	2%	1%	3%
8 to 15	0%	0%	0%	0%	0%
16 to 24	0%	0%	0%	0%	0%
25 or more	0%	0%	0%	0%	0%

How many bookkeeper contractors work in your business?

Full Time Bookkeeper Contractors	2013	2014	2015	2016	2017
None	92%	86%	83%	87%	72%
1 to 3	8%	14%	17%	12%	27%
4 to 7	0%	0%	0%	0%	1%
8 to 15	0%	0%	0%	0%	0%
16 to 24	0%	0%	0%	0%	0%
25 or more	0%	0%	0%	0%	0%

Part Time Bookkeeper Contractors	2013	2014	2015	2016	2017
None	79%	77%	79%	76%	72%
1 to 3	20%	23%	20%	23%	27%
4 to 7	1%	0%	1%	1%	1%
8 to 15	0%	0%	0%	0%	0%
16 to 24	0%	0%	0%	0%	0%
25 or more	0%	0%	0%	0%	0%

Client Services

Do you have full or part ownership of the business?

90%
-
Full Ownership

10%
-
Part Ownership
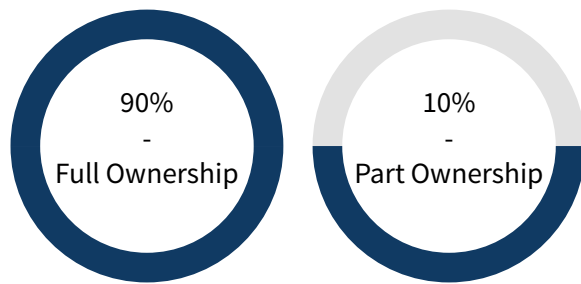
Please advise the number of years your business has been trading...

>25 years — 5%
16 - 24 years — 19%
8 - 15 years — 31%
4 - 7 years — 23%
1 - 3 years — 15%
<1 year — 6%

What services do you and/or the business provide?

● 2013 ● 2016 ● 2017

Consulting Services
IT Support/Services
Accounting/Taxation Services
Debt Collection
Software Installation
Recruitment Services
Higher Education
Software Solutions
Business Development
Training - on site
Training - off site
End of Year Prep for Accountant
Client Bookkeeping - on site
Client Bookkeeping - off site
Payroll (Each Payrun)
Payroll (End of Year)
Activity Statement Preparation
Superannuation Guarantee Calculation
Taxable Payments Annual Reporting

100%   80%   60%   40%   20%   0%

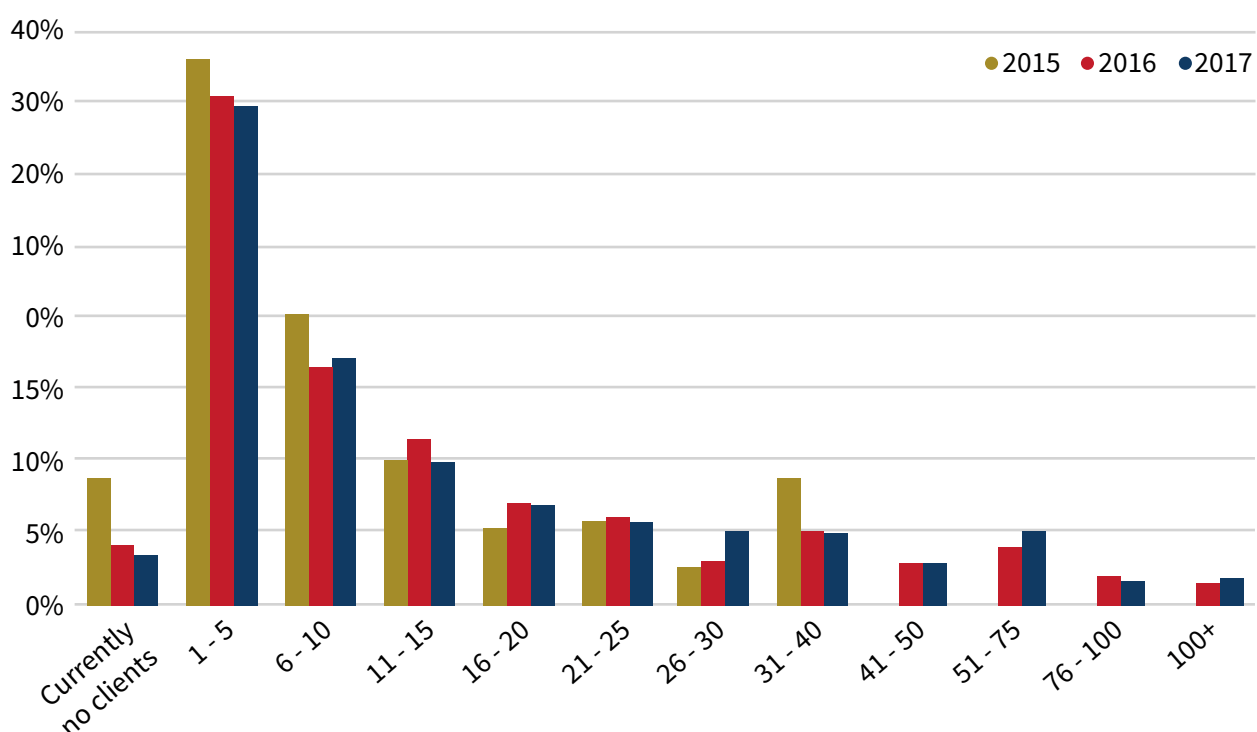## Additional Comments

Fairly stable results from client services compared with previous years. New businesses entering the market show a slight increase to 6% in 2017, compared with 4% for both 2015 and 2016.
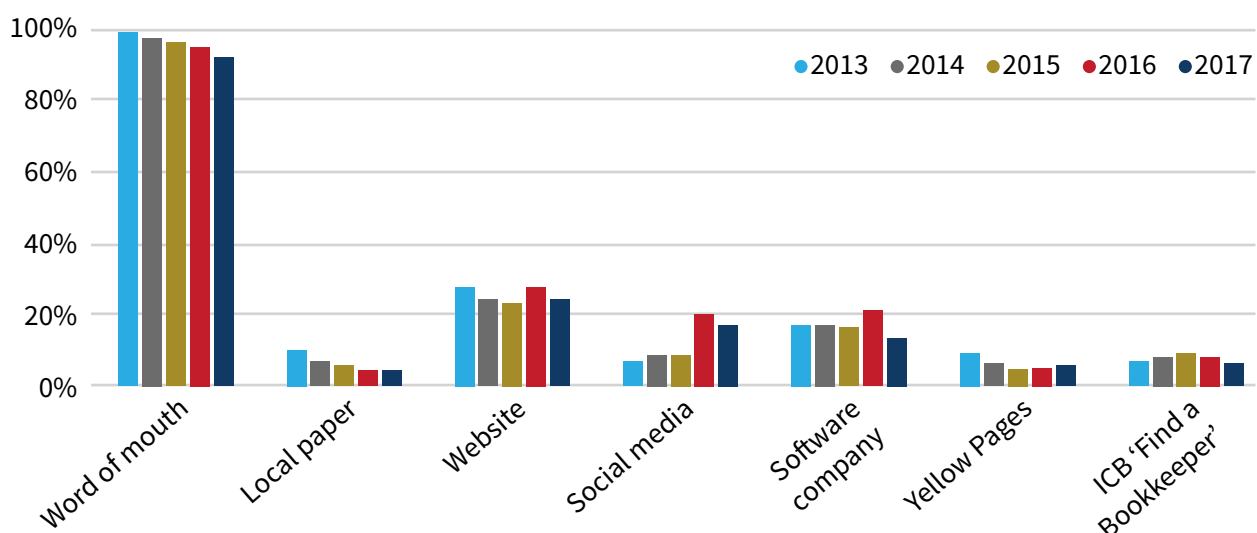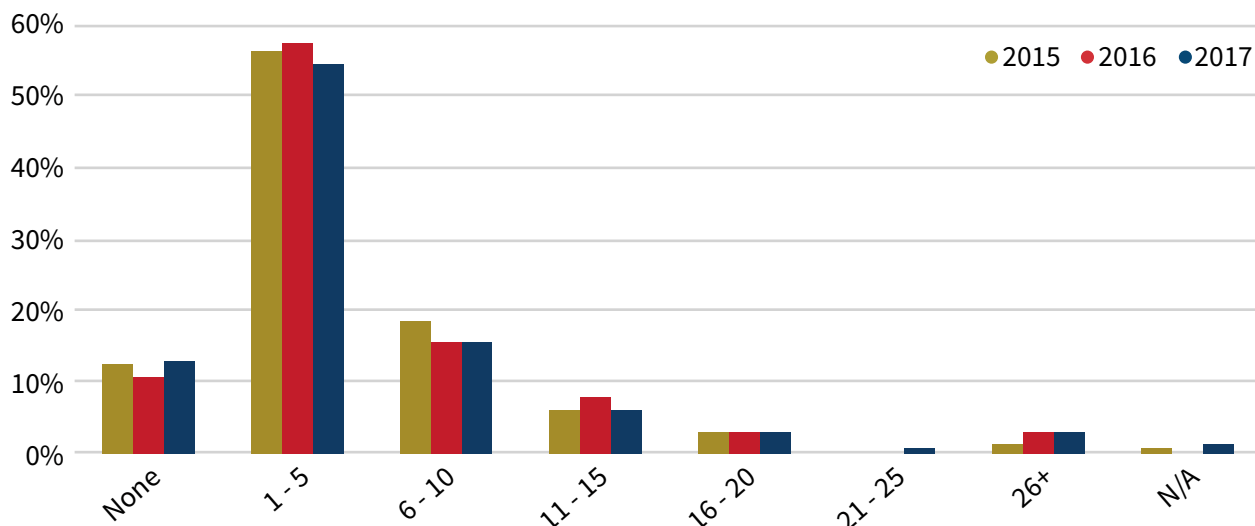
How many active clients do you currently have?

Legend: 2016, 2017

Categories: Currently no clients, 1 - 5, 6 - 10, 11 - 15, 16 - 20, 21 - 25, 26 - 30, 31 - 40, 41 - 50, 51 - 75, 76 - 100, 100+
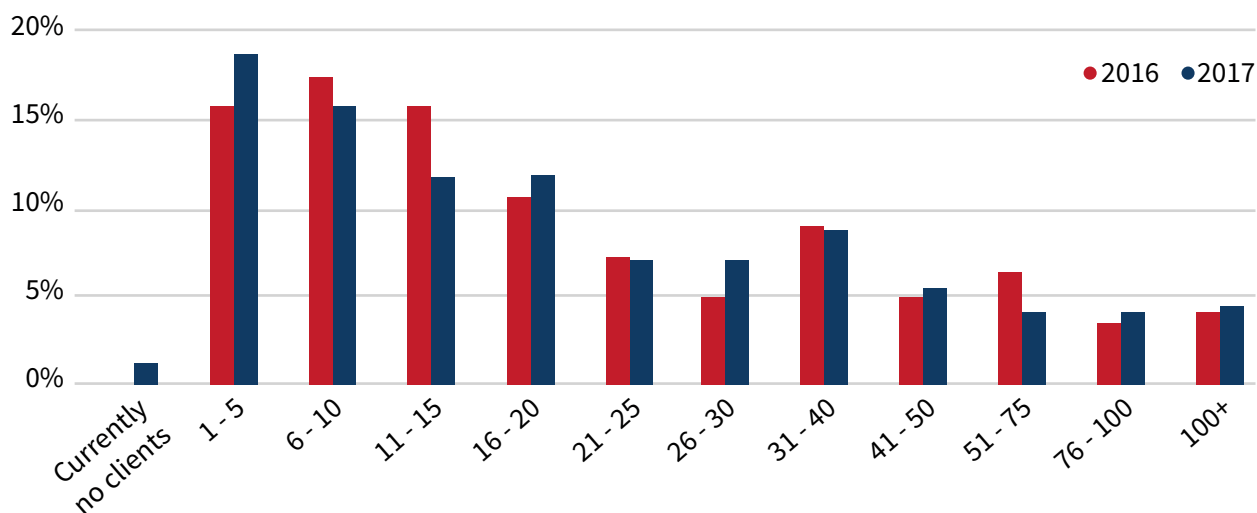
How many clients do you access remotely?

Legend: 2015, 2016, 2017

Categories: Currently no clients, 1 - 5, 6 - 10, 11 - 15, 16 - 20, 21 - 25, 26 - 30, 31 - 40, 41 - 50, 51 - 75, 76 - 100, 100+

How did your clients find you?

Legend: 2013, 2014, 2015, 2016, 2017

Categories: Word of mouth, Local paper, Website, Social media, Software company, Yellow Pages, ICB 'Find a Bookkeeper'

How many existing clients have referred new clients to you?

Legend: 2015, 2016, 2017

Category	Value
None	~12%
1 - 5	~56%
6 - 10	~16%
11 - 15	~7%
16 - 20	~3%
21 - 25	~1%
26+	~3%
N/A	~1%

What payment terms do you provide to your clients?

Legend: 2015, 2016, 2017

Category	Value
Cash on delivery	~8%
7 days	~58%
14 days	~23%
Monthly	~9%
If I don't get paid I don't go back	~1%
N/A	~1%
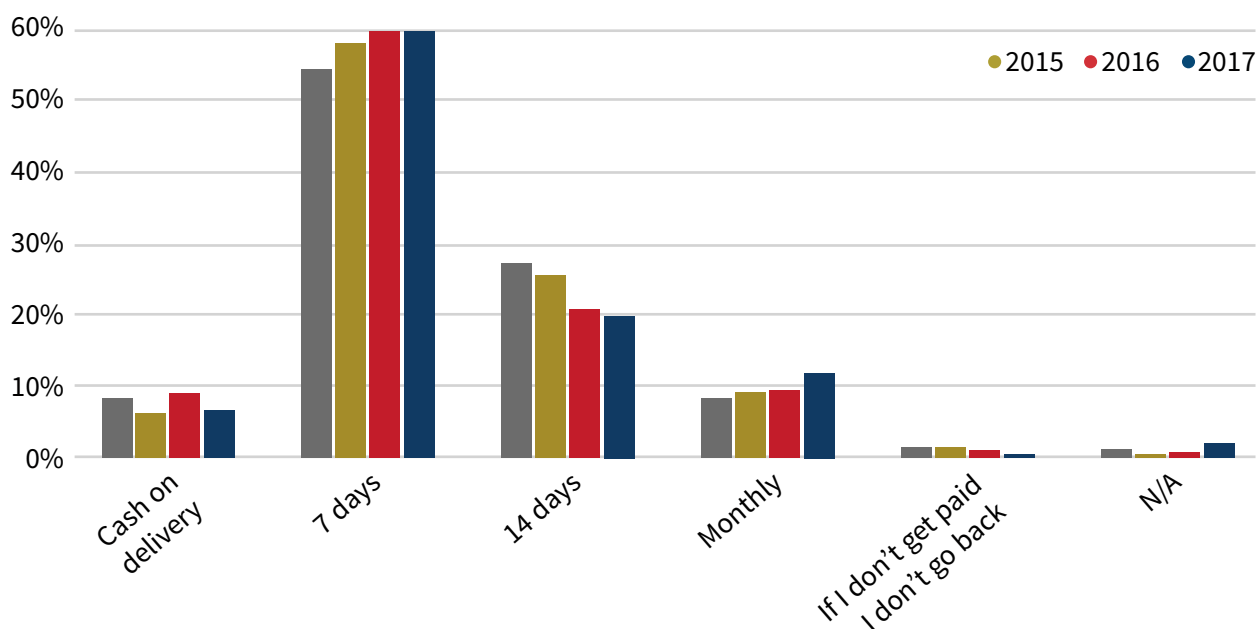
Are you presently taking on more clients?

78% - Yes

22% - No
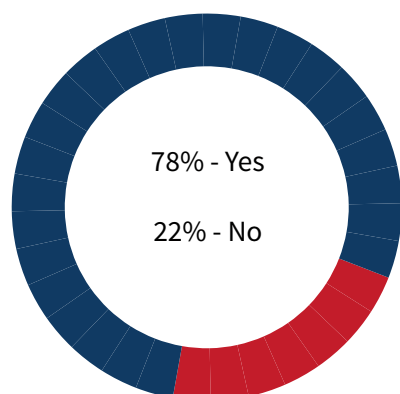
Do you get involved in advising the business on which awards apply to employees?

51% - Yes, this is what clients expect

49% - No, I accept the instructions from the client

Do you use an engagement letter?

63% - Yes

19% - Not all the time

8% - I will in the future

10% - No
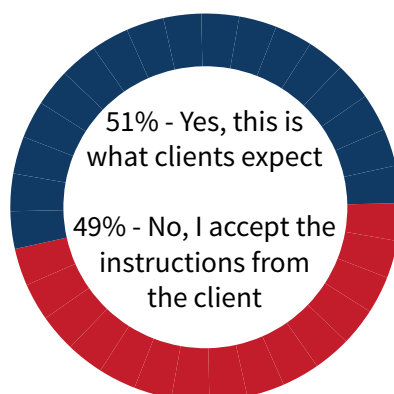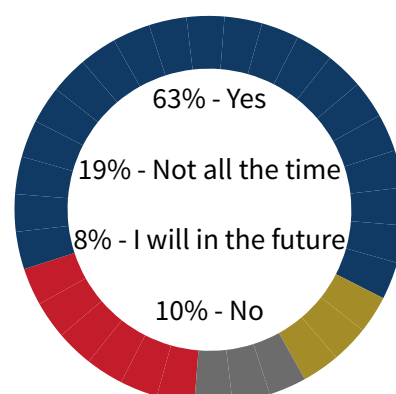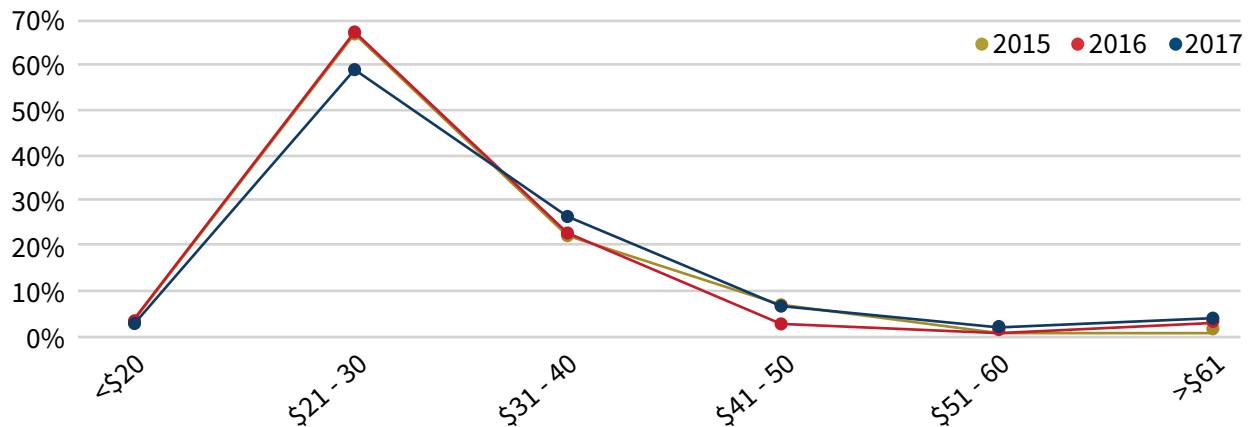
Bookkeepers in Business

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

Legend: ● 2015 ● 2016 ● 2017

X-axis: <$20, $21 - 30, $31 - 40, $41 - 50, $51 - 60, >$61

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

Legend: ● 2015 ● 2016 ● 2017

X-axis: <$20, $21 - 30, $31 - 40, $41 - 50, $51 - 60, >$61

What fees do you charge?

Legend: ● High End/Troubleshooting/Consulting Services ● Bookkeeping Services ● BAS Services

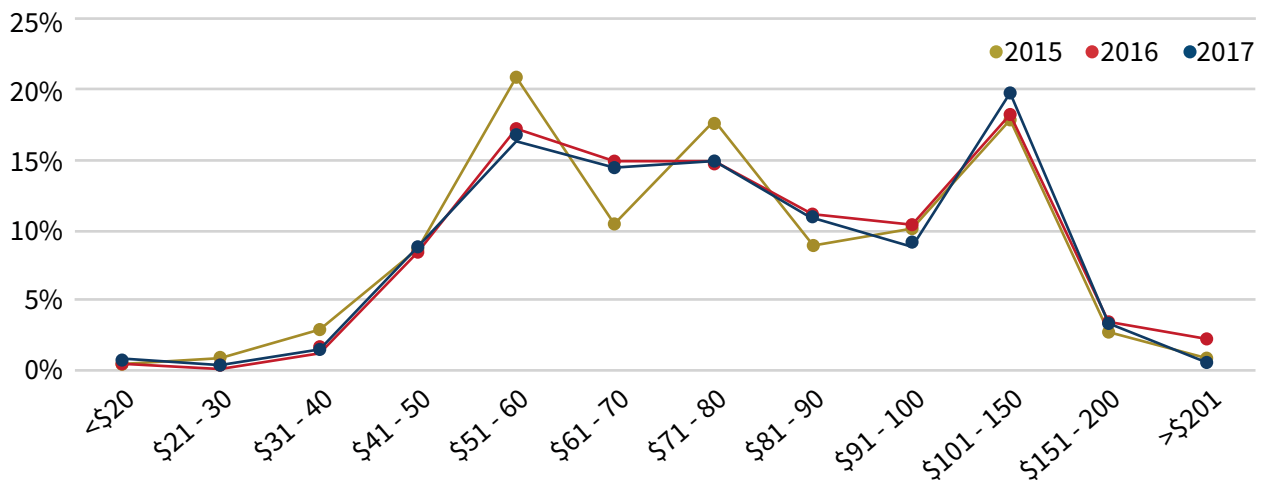X-axis: <$20, $21 - 30, $31 - 40, $41 - 50, $51 - 60, $61 - 70, $71 - 80, $81 - 90, $91 - 100, $101 - 150, $151 - 200, >$201
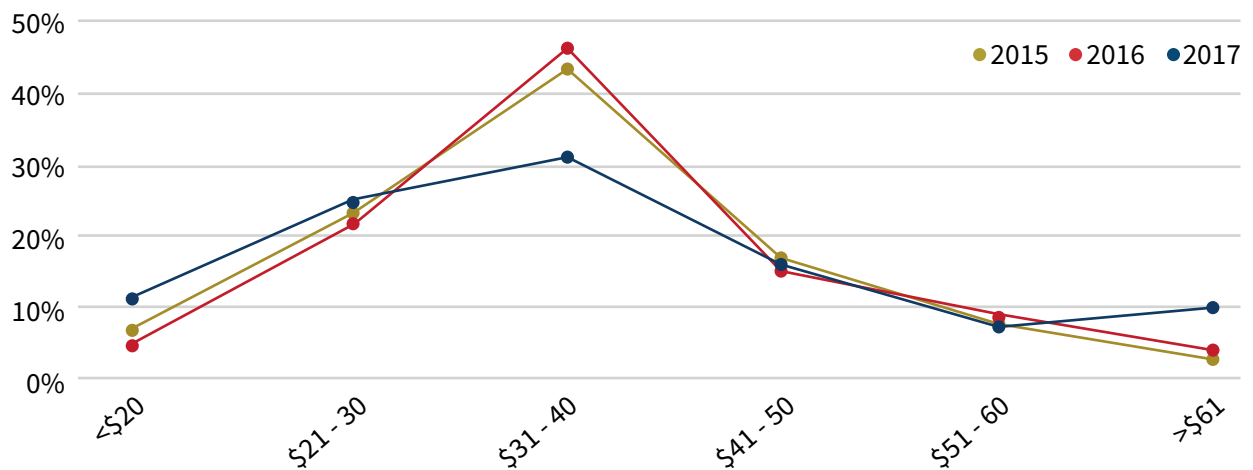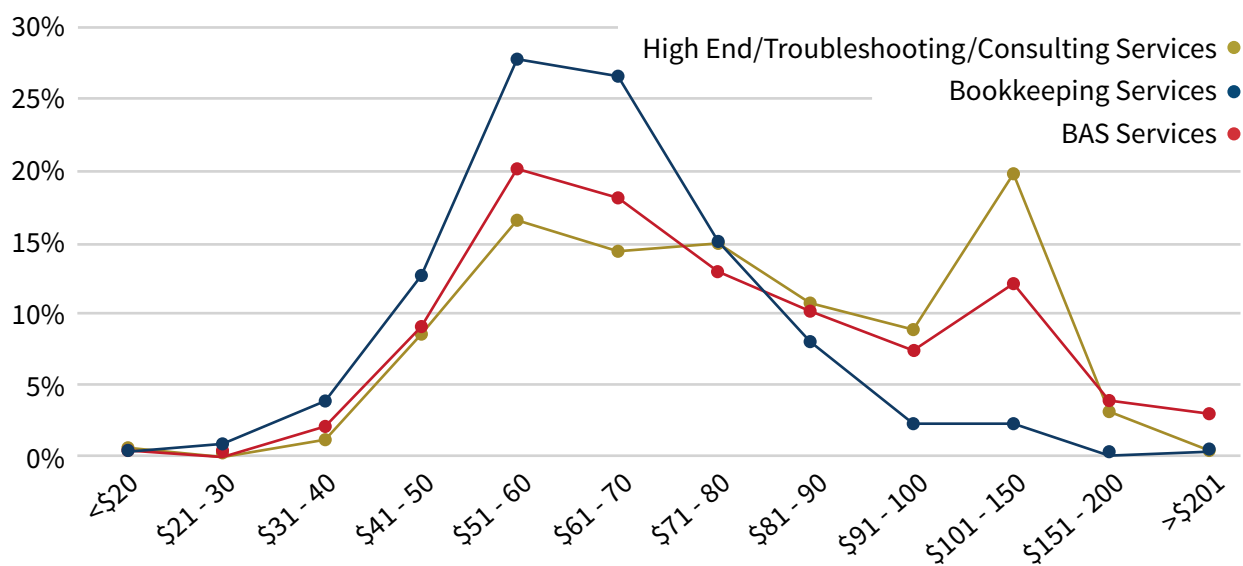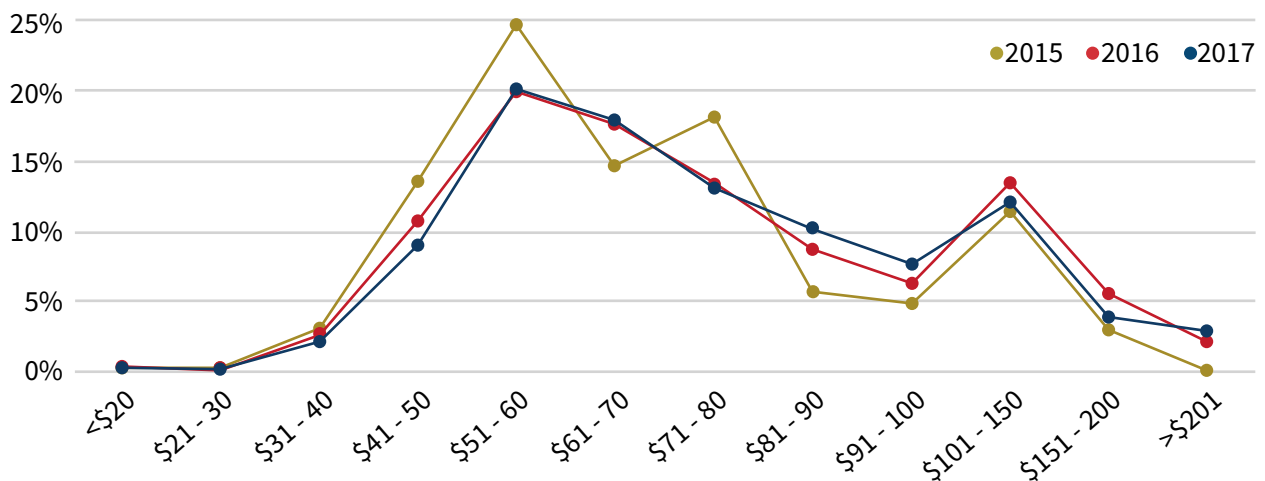
What fees do you charge for your bookkeeping services?
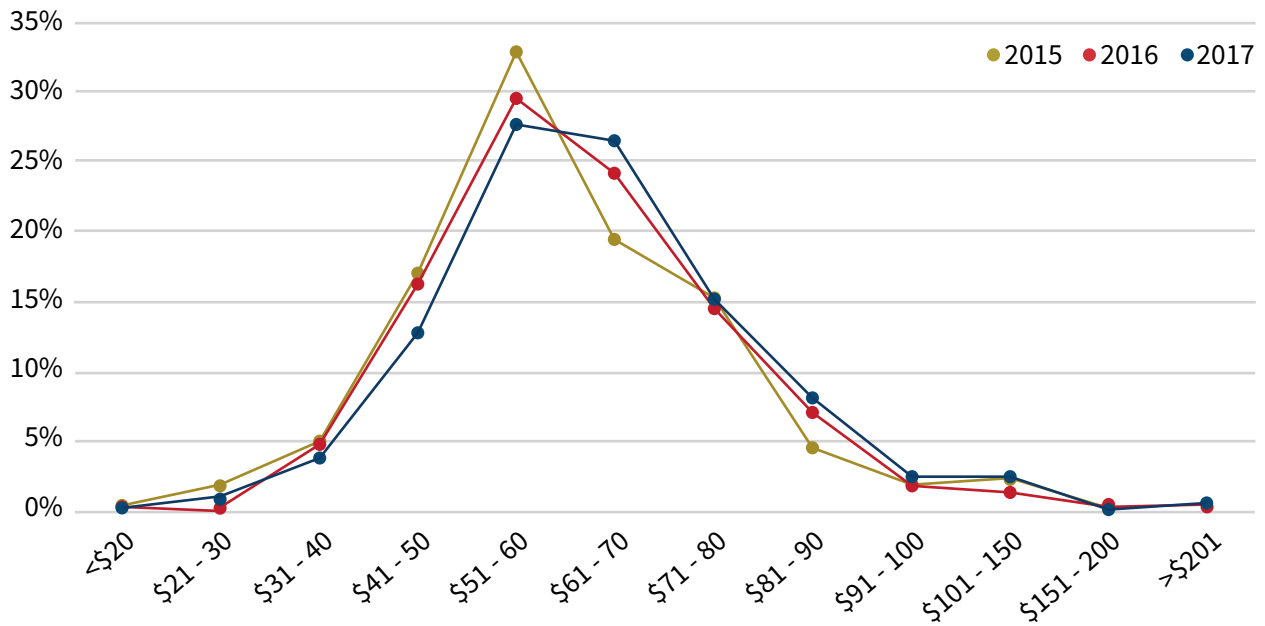
What fees do you charge for your high end/troubleshooting/consulting services?
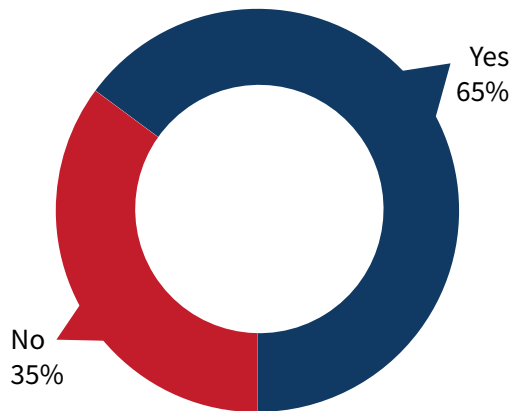

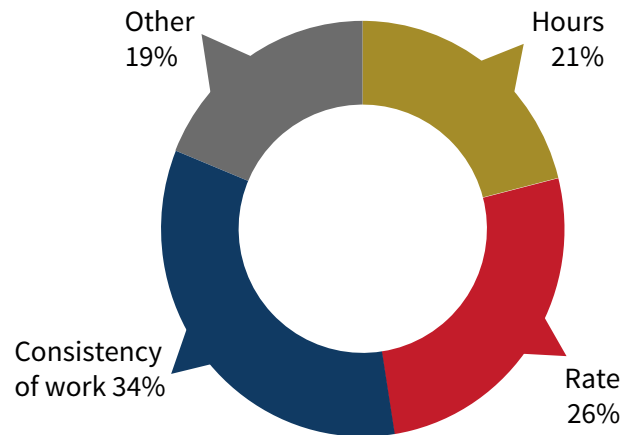## What fees do you charge for BAS services?

Additional Comments

Pay rates for bookkeepers in business remain fairly stable compared with previous years.
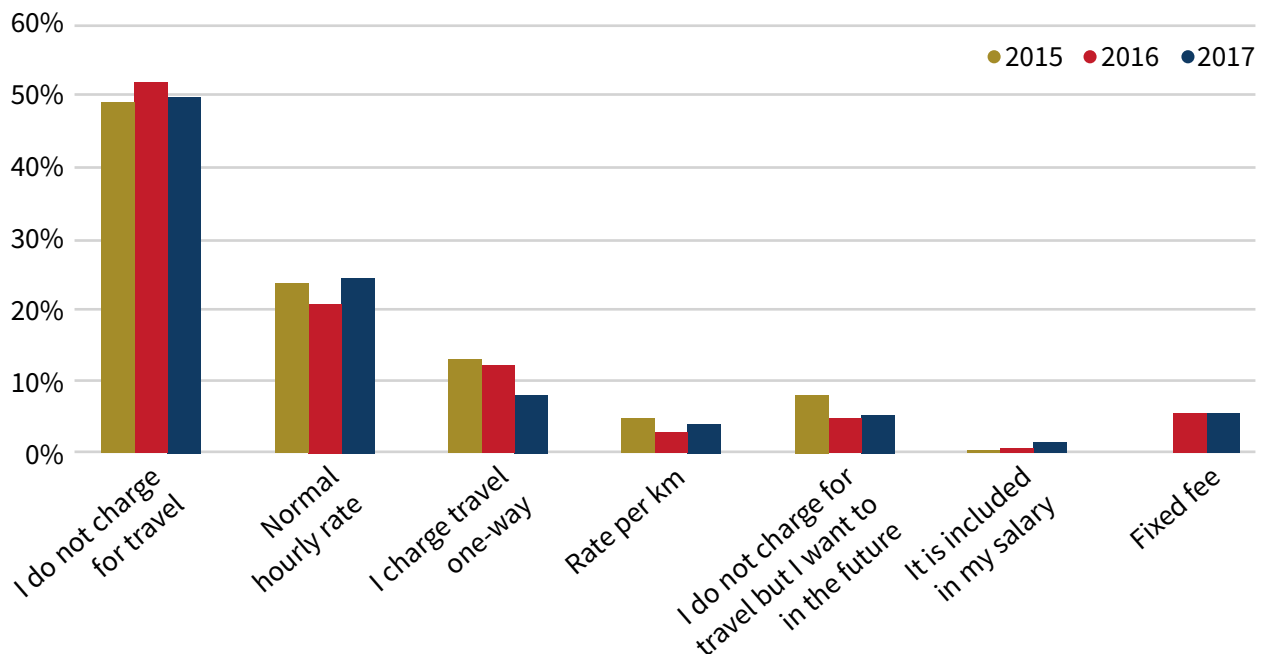
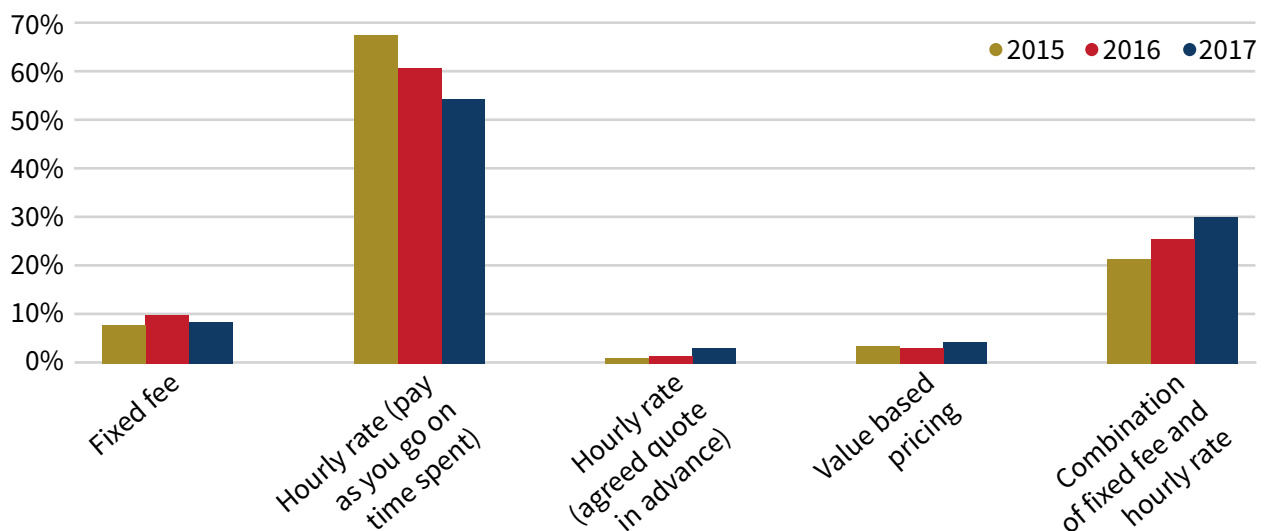## Are you satisfied with the financial return of your business?

- Yes 65%
- No 35%

Why are you not satisfied with the financial return of your business?

- Other 19%
- Hours 21%
- Rate 26%
- Consistency of work 34%

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

Legend: 2015, 2016, 2017

Categories: I do not charge for travel; Normal hourly rate; I charge travel one-way; Rate per km; I do not charge for travel but I want to in the future; It is included in my salary; Fixed fee

What is your preferred method for invoicing clients?

Legend: 2015, 2016, 2017

Categories: Fixed fee; Hourly rate (pay as you go on time spent); Hourly rate (agreed quote in advance); Value based pricing; Combination of fixed fee and hourly rate

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

Legend: ● 2013 ● 2014 ● 2015 ● 2016 ● 2017
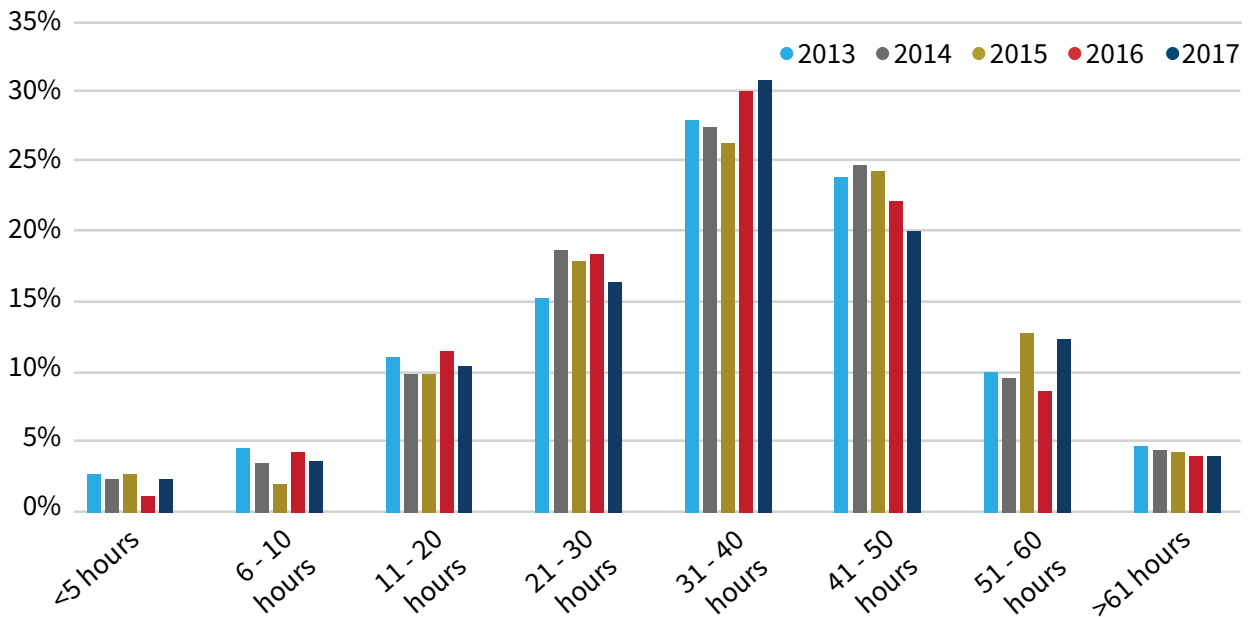
During a non BAS period, how many hours do you work per week?

Legend: ● 2013 ● 2014 ● 2015 ● 2016 ● 2017
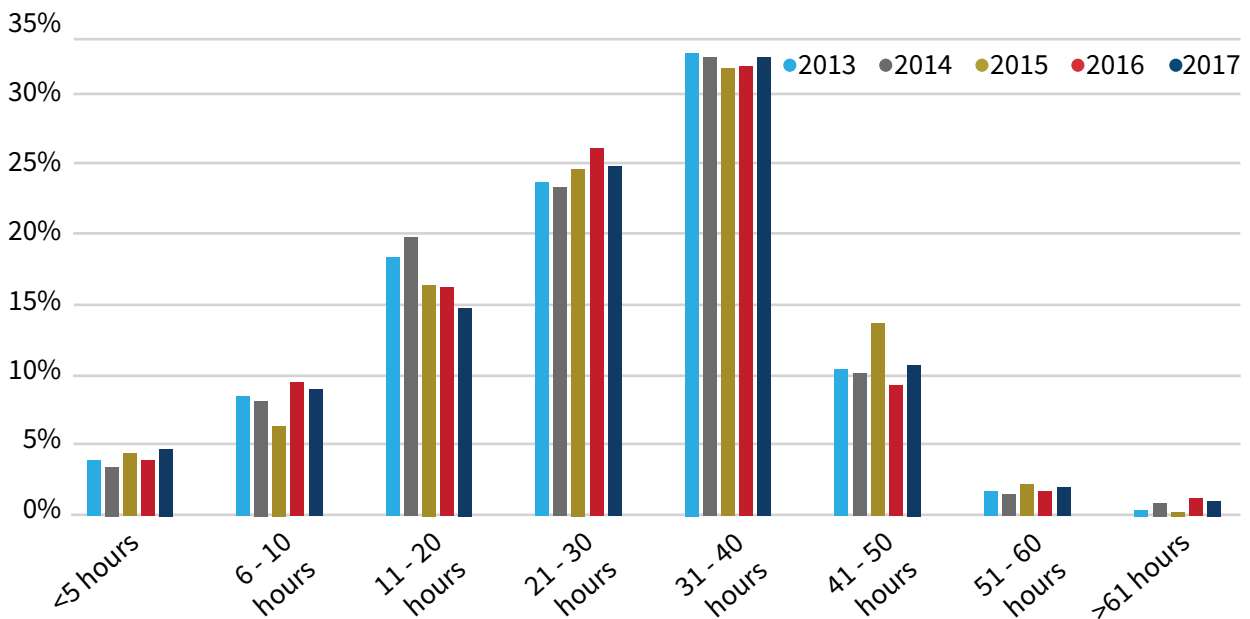
How many hours do you spend associated with general administration per week?

Legend: ● 2013 ● 2014 ● 2015 ● 2016 ● 2017
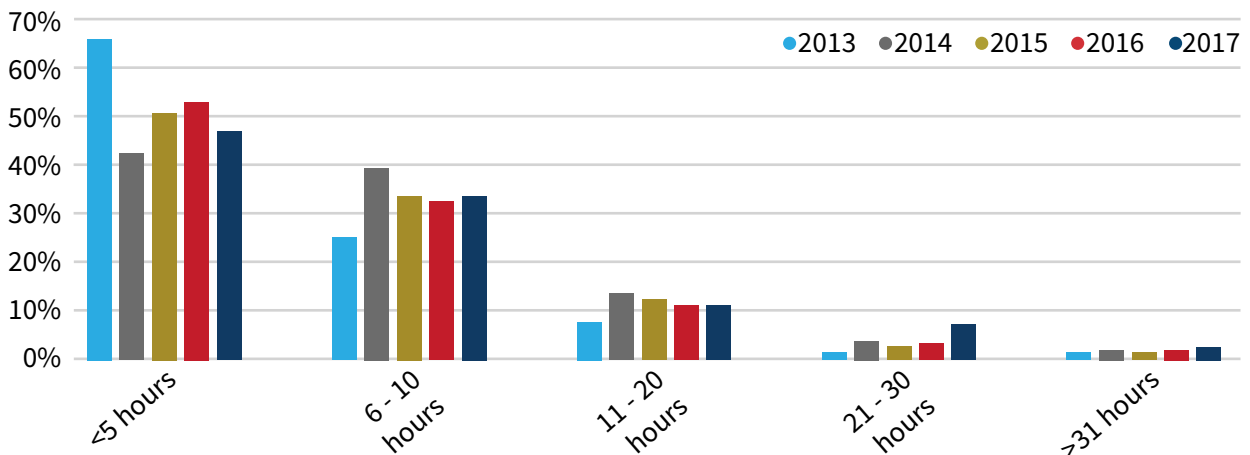
What tools and resources do you use to help you in your bookkeeping?
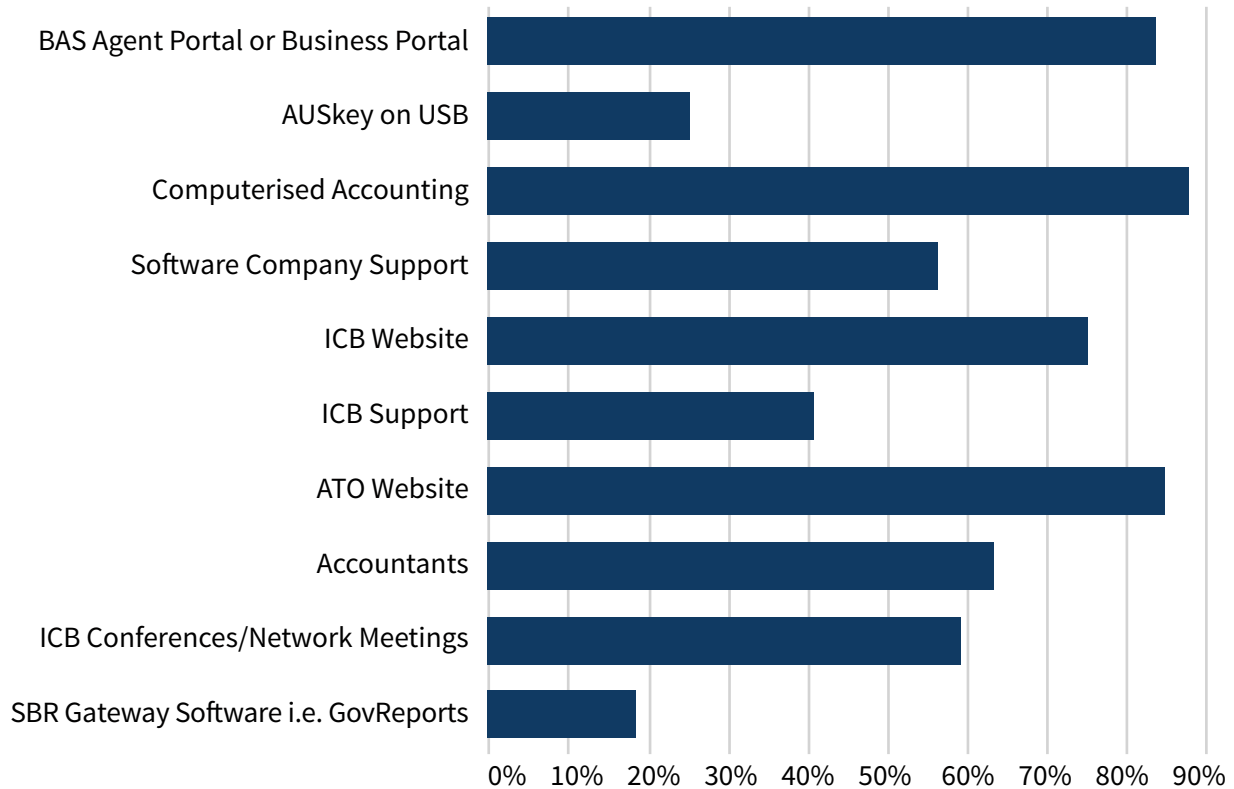
There is a significant increase in resources used during 2017 compared with the past five years. Most notably, the BAS Agent Portal, Accountants and the ATO website have increase by more than 15%.

Do you make payments on behalf of your clients/business?

Legend: ● 2015 ● 2016 ● 2017

Categories:
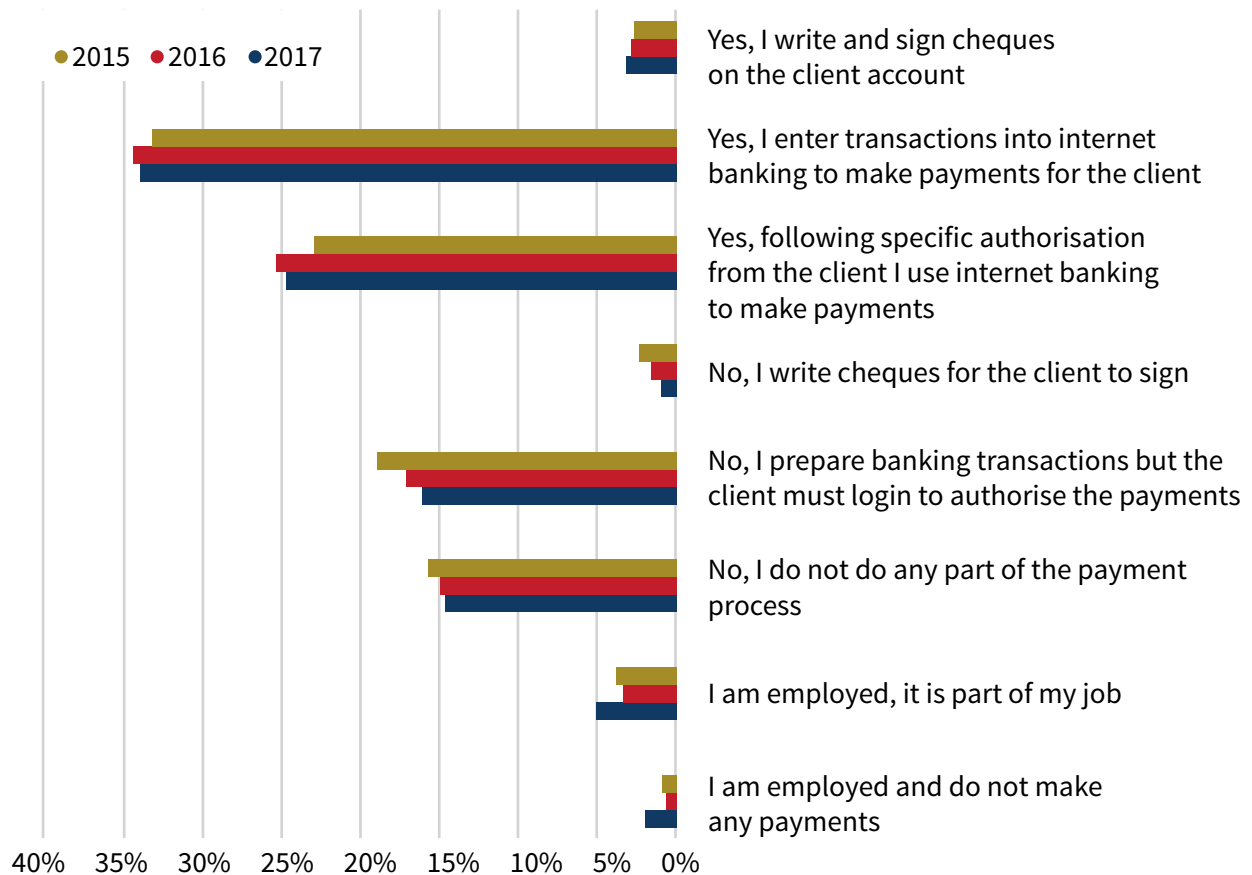- Yes, I write and sign cheques on the client account
- Yes, I enter transactions into internet banking to make payments for the client
- Yes, following specific authorisation from the client I use internet banking to make payments
- No, I write cheques for the client to sign
- No, I prepare banking transactions but the client must login to authorise the payments
- No, I do not do any part of the payment process
- I am employed, it is part of my job
- I am employed and do not make any payments

What percentage of your clients/business will allow accounting data online?

- ● 0%
- ● 1 - 25%
- ● 26 - 50%
- ● 51 - 75%
- ● 76 - 99%
- ● 100%
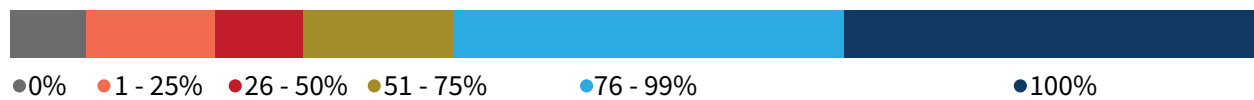
What are the perceived barriers to allowing your clients/business accounting data online?
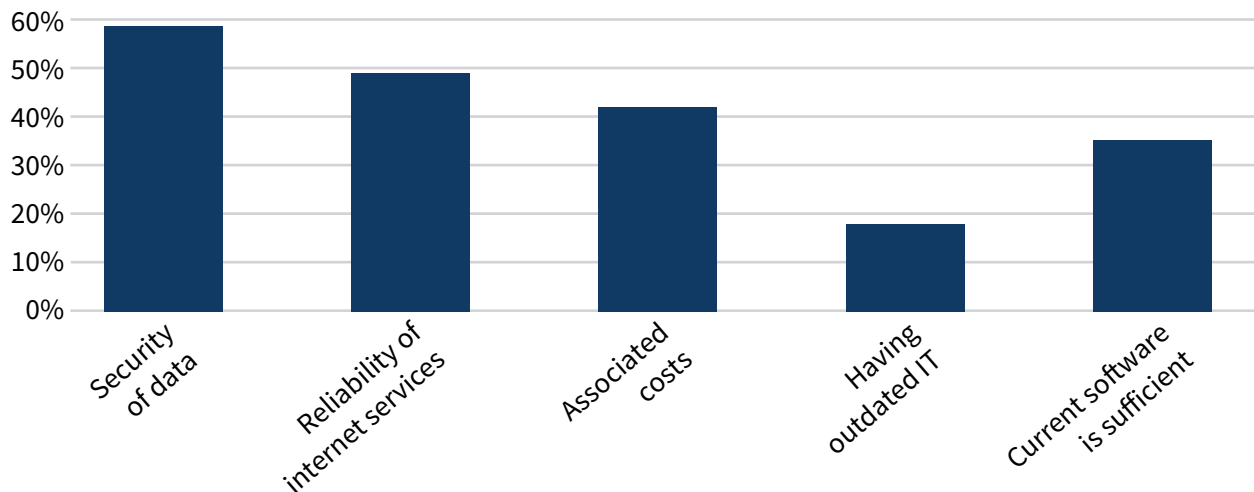
Do you hold a professional indemnity insurance?
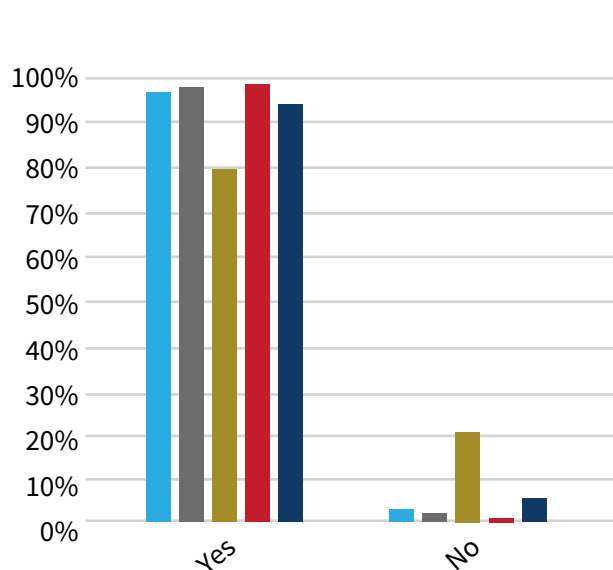
Do you hold a public liability insurance?

- ● 2013
- ● 2014
- ● 2015
- ● 2016
- ● 2017

Additional Comments

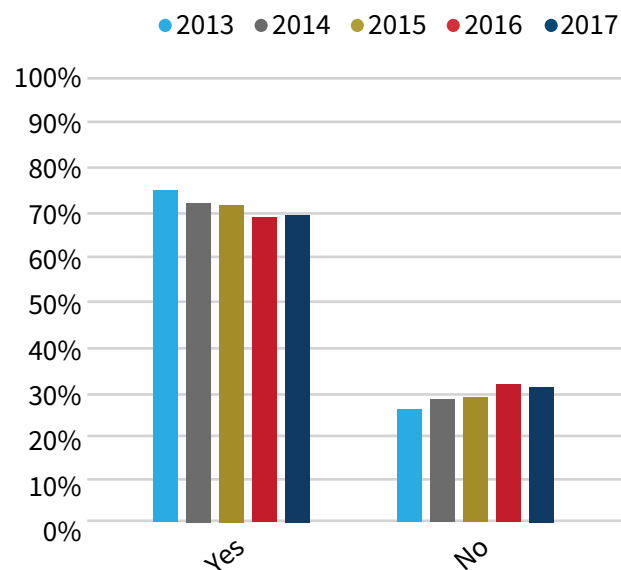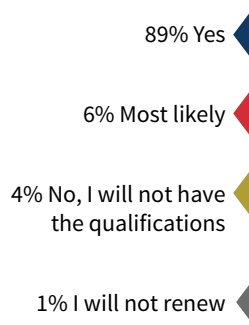Interestingly, only 33% of clients/business will allow all of their accounting data online. The most significant factors that hinder clients/business allowing data online include security of data (59%) and the reliability of internet services (49%). With Multi-factor authentication now compulsory, it will be interesting to compare current results from 2017 with 2018 results at the end of the year.
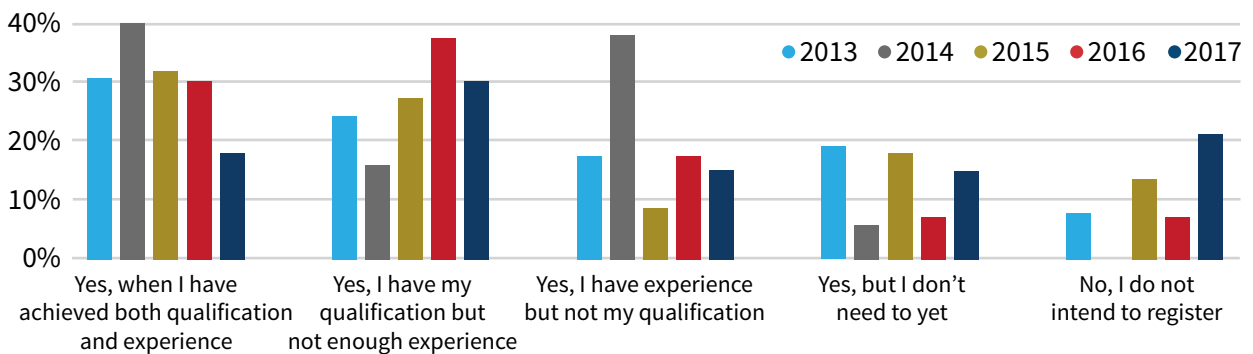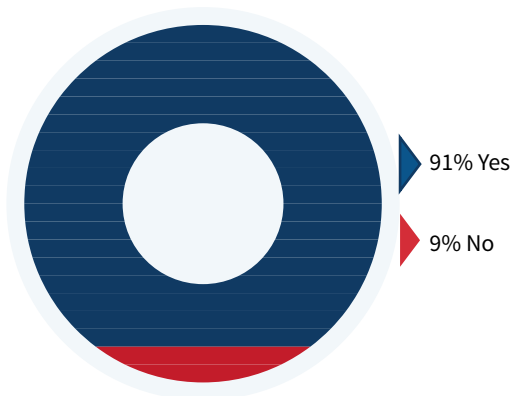
BAS Agent

Which of the following are you?

- 87% BAS Agent
- 12% Neither
- 1% Tax Agent
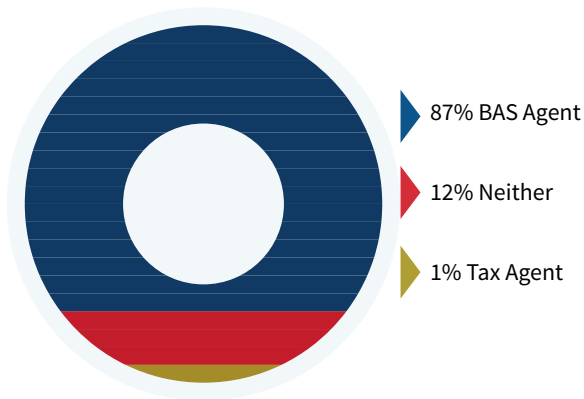
Will you renew your BAS Agent Registration when it is next due?

- 89% Yes
- 6% Most likely
- 4% No, I will not have the qualifications
- 1% I will not renew

If you are not currently registered, do you intend to register?

Legend: 2013, 2014, 2015, 2016, 2017

	2013	2014	2015	2016	2017
Yes, when I have achieved both qualification and experience	30%	40%	31%	30%	18%
Yes, I have my qualification but not enough experience	24%	16%	27%	37%	30%
Yes, I have experience but not my qualification	17%	38%	8%	17%	15%
Yes, but I don't need to yet	19%	6%	18%	7%	15%
No, I do not intend to register	7%		13%	7%	21%

Do you use the ATO's BAS Agent Portal?

- 91% Yes
- 9% No

Do you use your client's Business Portal?

- 72% No
- 15% Yes
- 13% Sometimes
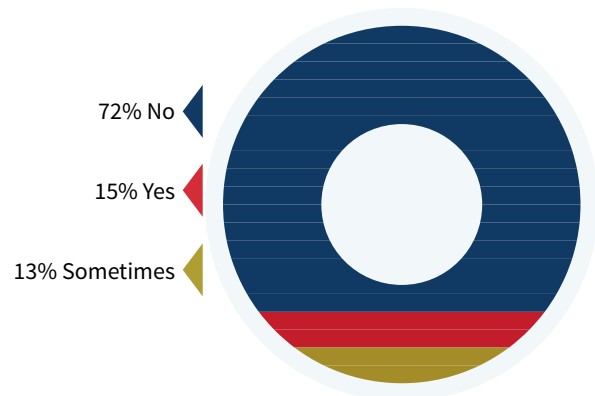
What are the biggest barriers to lodging the BAS by the due date?

Legend: 2014, 2015, 2016, 2017

	2014	2015	2016	2017
Too much work for myself or Tax Agent	13%	11%	17%	23%
Clients don't provide timely information	45%	43%	79%	80%
Clients are confused by tax matters	5%	4%	7%	6%
Incomplete/incorrect information by clients	28%	29%	47%	45%
Problems lodging via Portal/AUSKey/etc	8%	11%	21%	29%
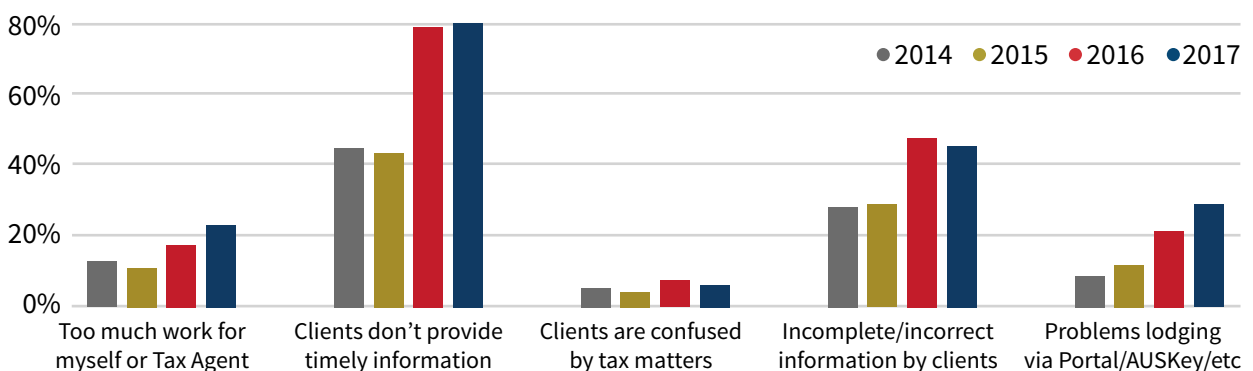
The ATO

How do you lodge the BAS for your clients/business?

● 2016 ● 2017

Categories: Paper, GovReports, Reckon's GovConnect, Xero, ATO Portal, N/A
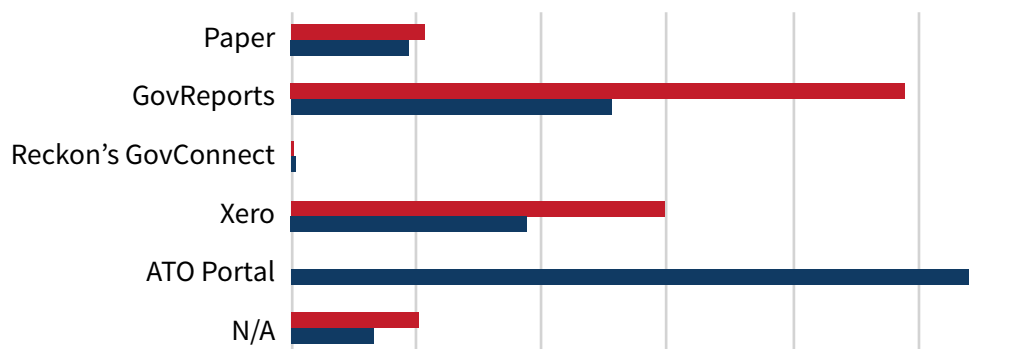
How do you lodge your end of year payroll payment summaries with the ATO?

Categories: Mail them to the ATO, ECI, GovReports, Reckon's GovConnect, Xero, My BAS Agent Portal file lodgement, Clients Business Portal file lodgement, Other, N/A
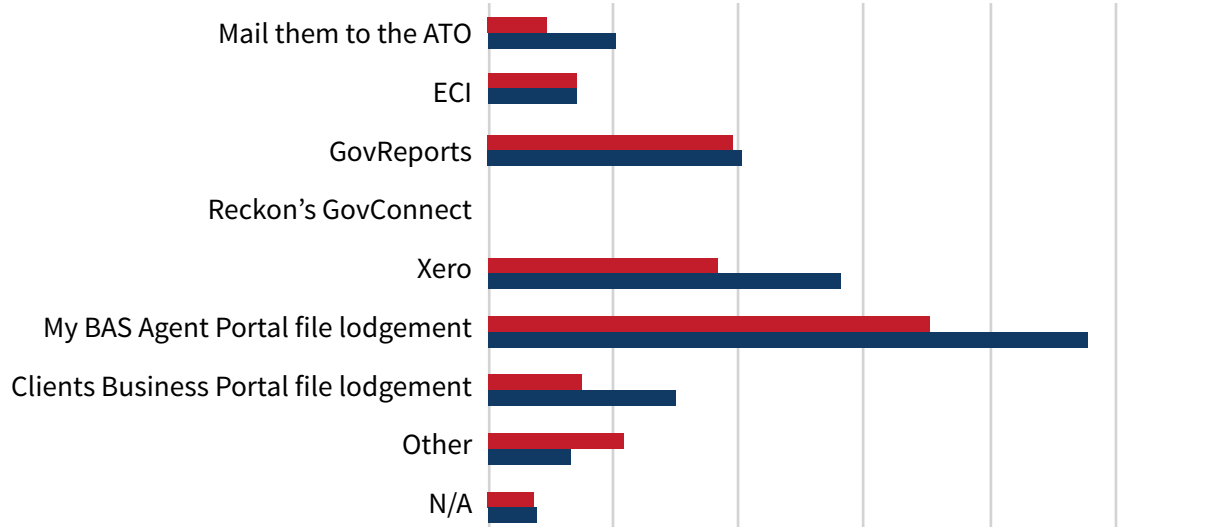
How do you lodge the employee TFN declarations?

Categories: We have them on file but don't send them anywhere, Mail the printed forms to the ATO, Mail the completed smart PDF (from ATO website) to the ATO, ECI, GovReports, Reckon's GovConnect, Xero, Other, N/A
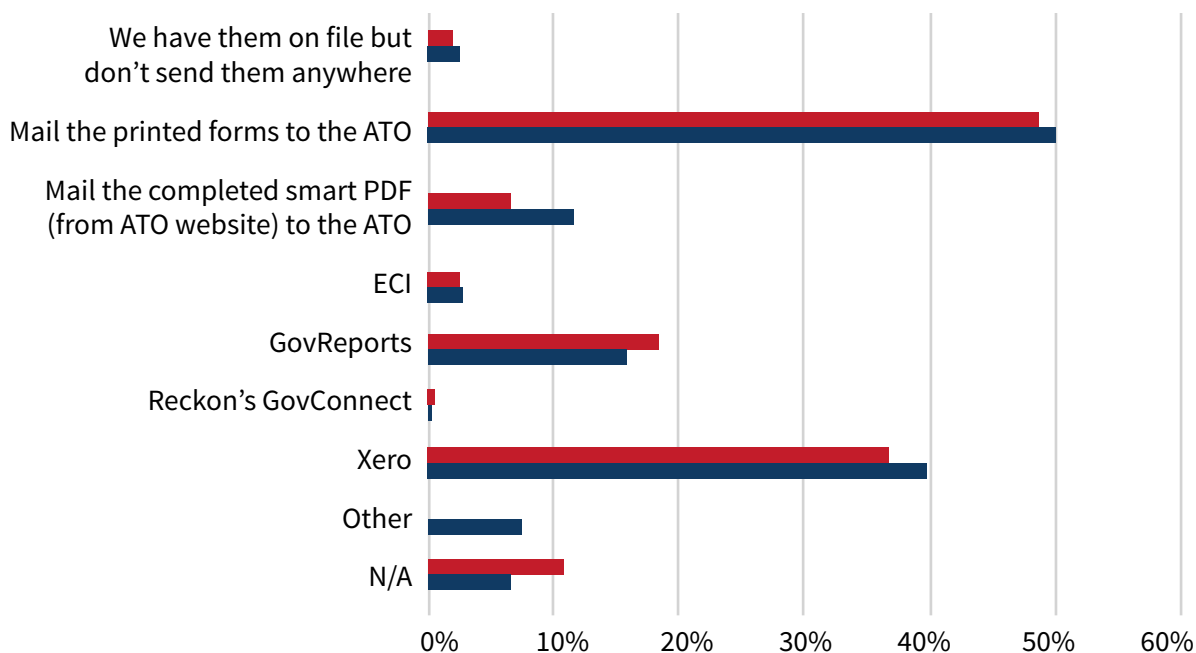
Have you heard about Single Touch Payroll from the ATO?

- 62% Yes, I like the idea
- 29% Yes, I don't like the idea
- 9% No, I don't know about it
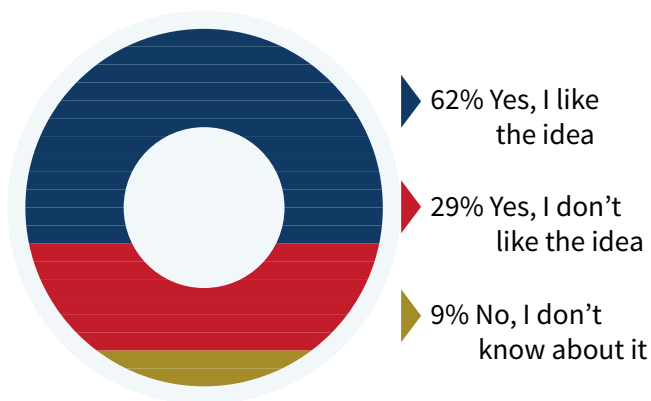
Do you or the business have your own AUSkey?

- 91% Yes
- 5% No
- 4% N/A
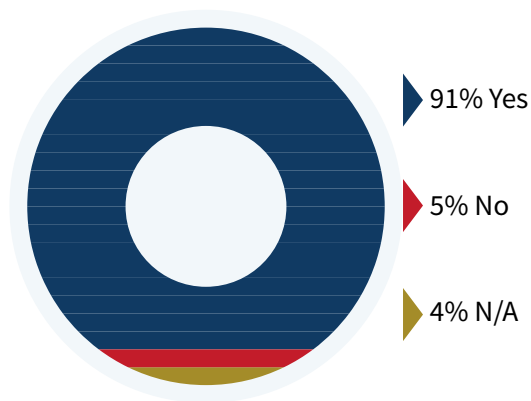
How many of your clients do you have access to their AUSkey?

Legend: ● 2013 ● 2014 ● 2015 ● 2016 ● 2017

Clients	2013	2014	2015	2016	2017
None	~60%	~58%	~61%	~63%	~60%
1 - 3 Clients	~23%	~23%	~20%	~21%	~20%
4 - 7 Clients	~7%	~8%	~7%	~5%	~5%
8 - 12 Clients	~3%	~4%	~3%	~2%	~3%
13 - 17 Clients	~2%	~4%	~1%	~1%	~2%
18 - 24 Clients	~1%	~1%	~2%	~1%	~1%
>25 Clients	~3%	~2%	~2%	~3%	~2%

How satisfied are you with the ATO?

● Very Satisfied ● Satisfied ● Neutral ● Dissatisfied ● Very Dissatisfied

How satisfied are you with the TPB?

● Very Satisfied ● Satisfied ● Neutral ● Dissatisfied ● Very Dissatisfied
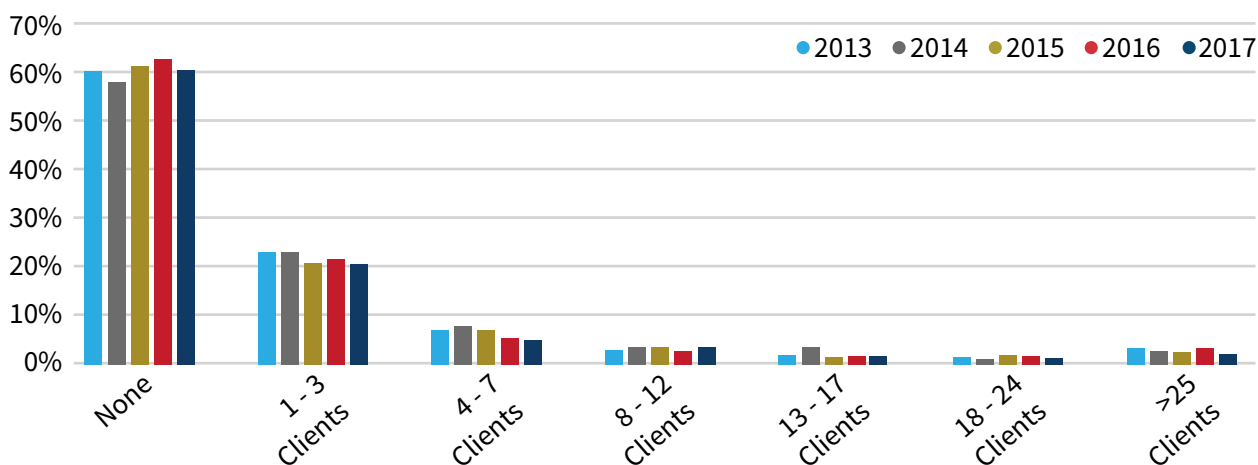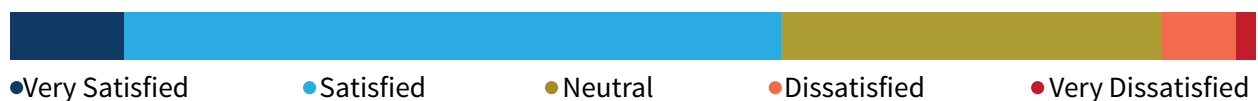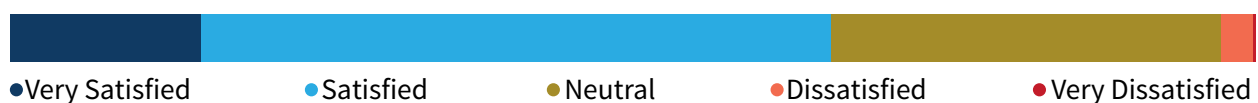
Do you use the ATO phone app?

- 20% Yes
- 59% No
- 21% I don't know about it
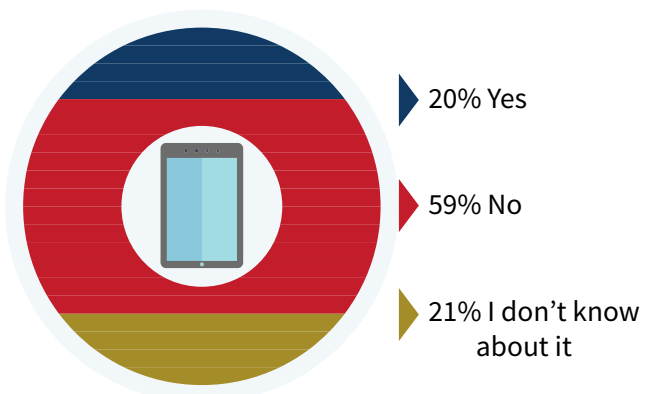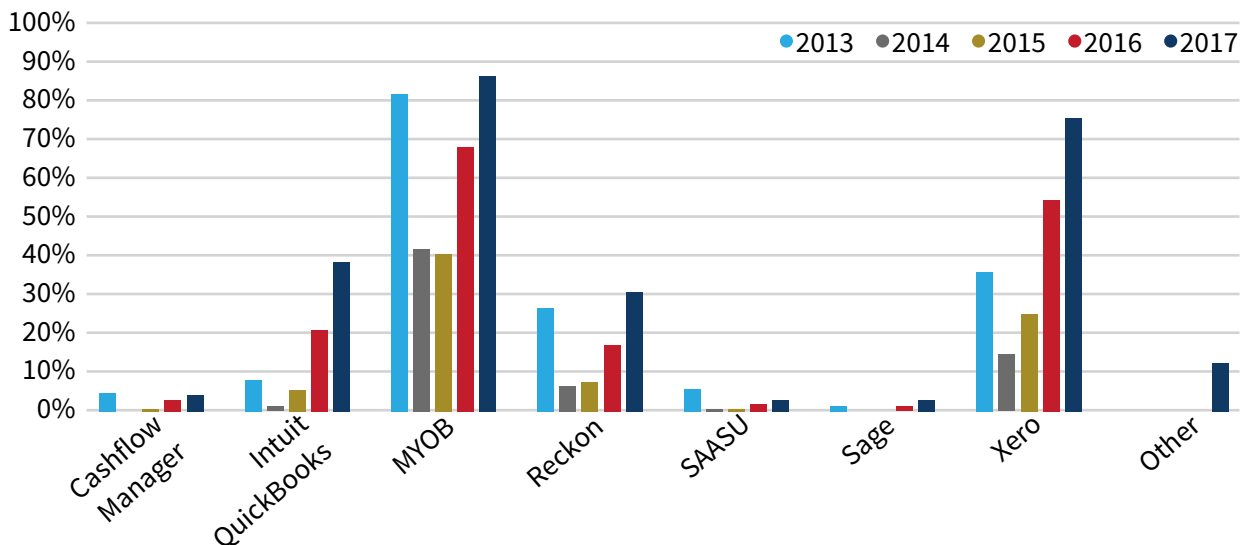
Do you use the ATO business benchmarks when discussing your clients/business affairs?
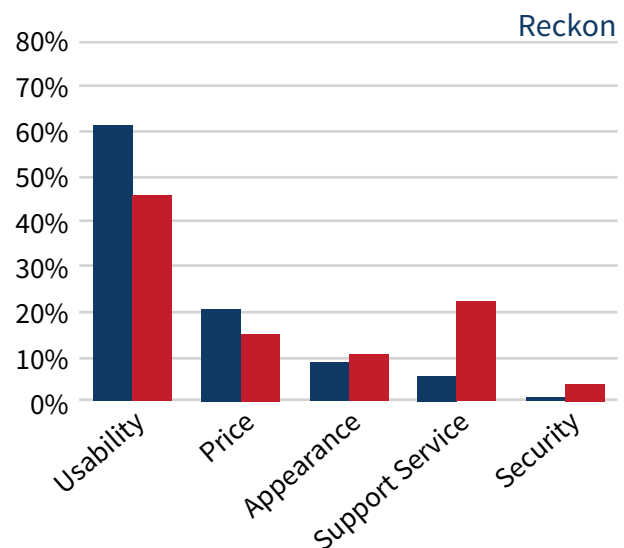
- 27% Yes
- 58% No
- 15% N/A
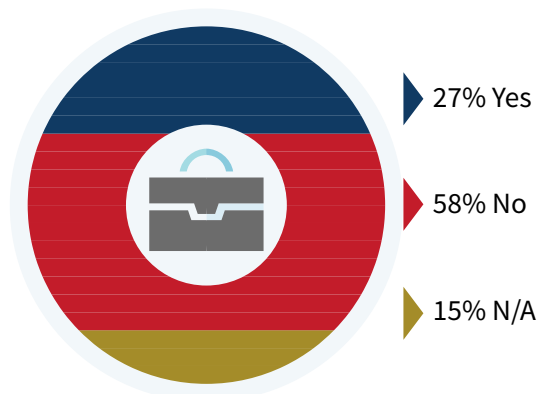
Software Services

Which software do you use with your clients?

Legend: ● 2013 ● 2014 ● 2015 ● 2016 ● 2017

Categories: Cashflow Manager, Intuit QuickBooks, MYOB, Reckon, SAASU, Sage, Xero, Other

For each software program you have used over the past 12-months, please select the feature you are most satisfied and dissatisfied with:

Legend: ● Satisfied ● Dissatisfied

MYOB — Usability, Price, Appearance, Support Service, Security

Xero — Usability, Price, Appearance, Support Service, Security

Intuit QuickBooks — Usability, Price, Appearance, Support Service, Security

Reckon — Usability, Price, Appearance, Support Service, Security
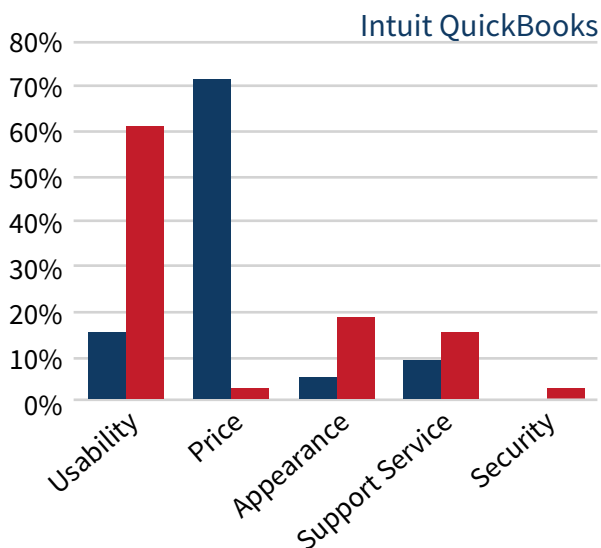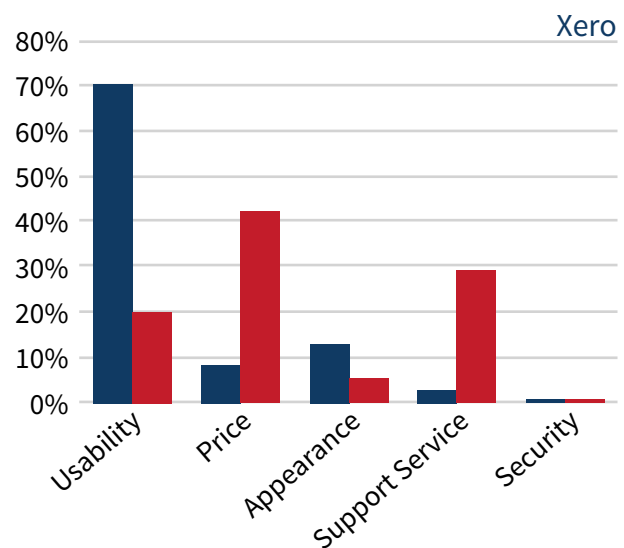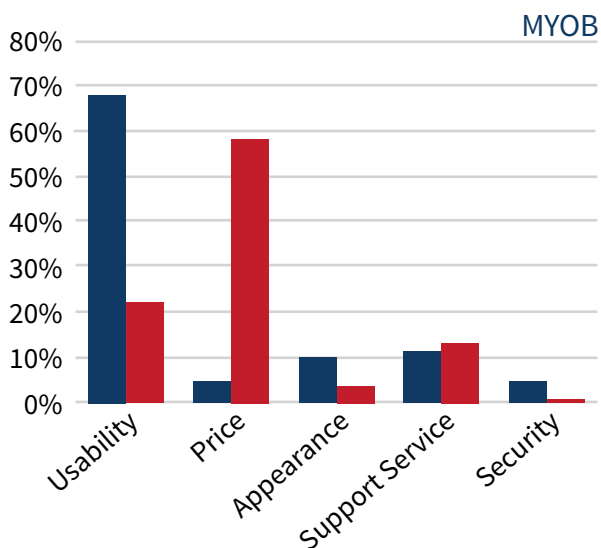
Which of the following software features do you comfortably and competently use with clients?

Legend: 2014, 2015, 2016, 2017

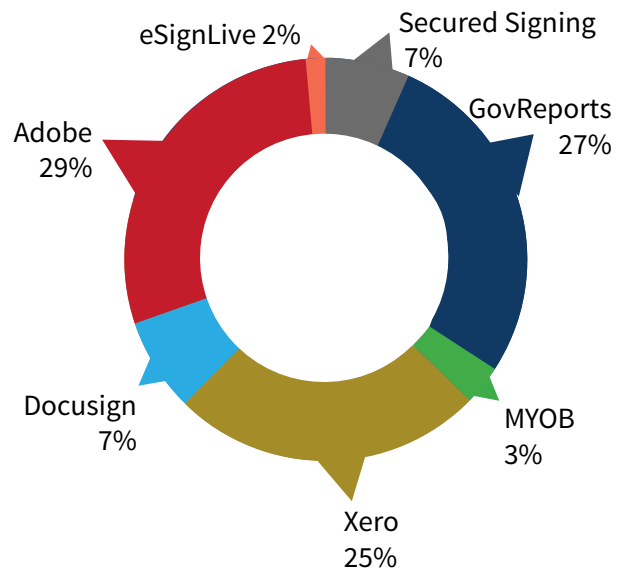Categories: Creation and use of 'ABA' files; Software provided direct payment gateways; BankFeeds; SuperStream Compliance from within the software; Payroll; Creation of electronic employee payment summaries for lodging with ATO; Remote access; Supplier invoices read and dissected electronically
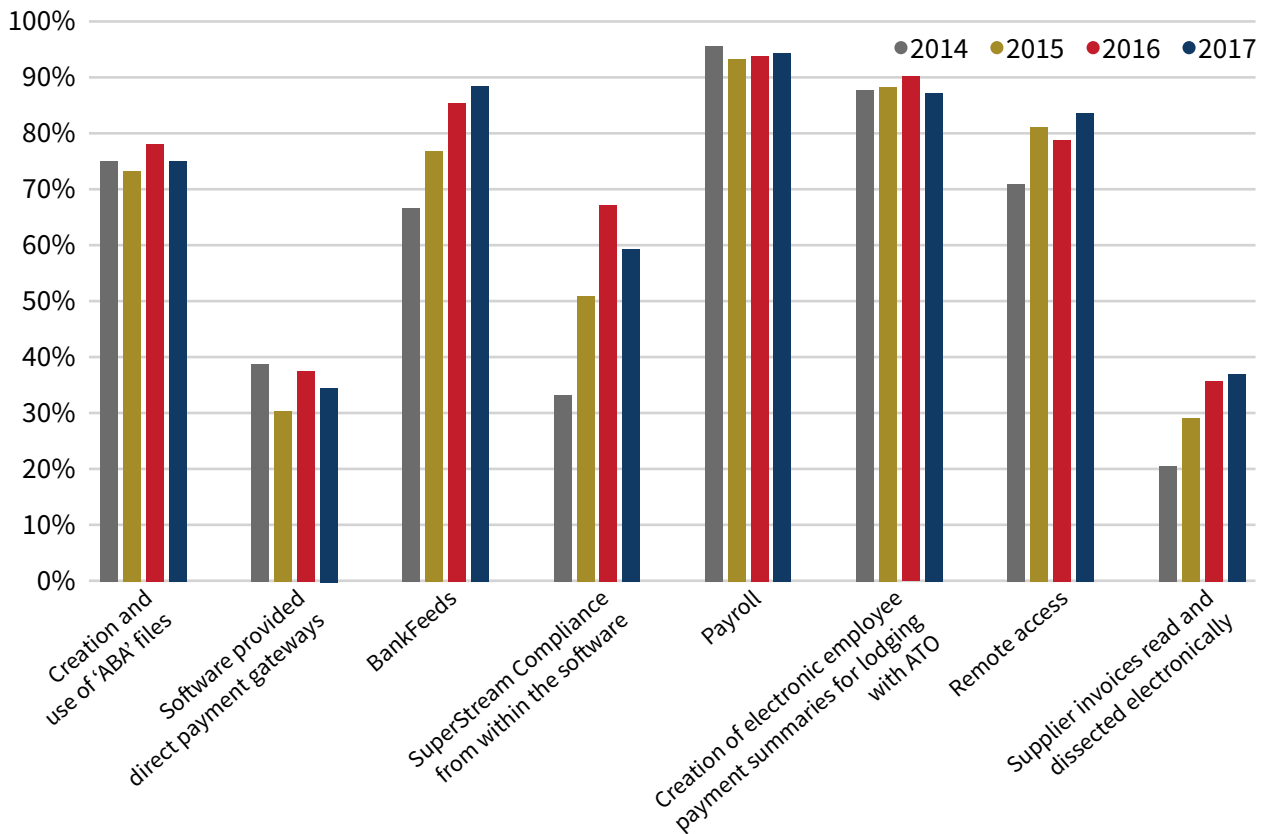
How do you bill your clients for their software subscription?

- Monthly 31%
- Yearly 3%
- In Arrears 11%
- In Advance 16%
- I Don't 39%
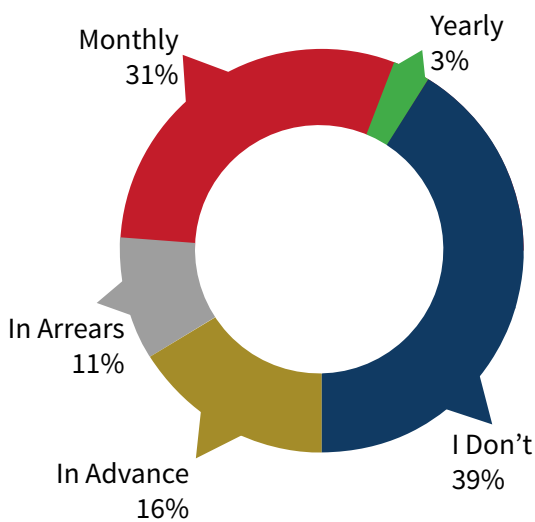
If you obtain electronic/digital signatures from your clients, which product do you use?

- eSignLive 2%
- Secured Signing 7%
- GovReports 27%
- Adobe 29%
- MYOB 3%
- Docusign 7%
- Xero 25%

If you are a member of a software partner program, how satisfied are you with it?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
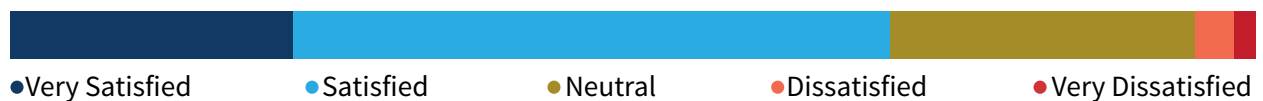
Which software do you use for your business?

Legend: ●2013 ●2014 ●2015 ●2016 ●2017

Categories: Intuit QuickBooks, MYOB, Reckon, SAASU, Sage, Xero
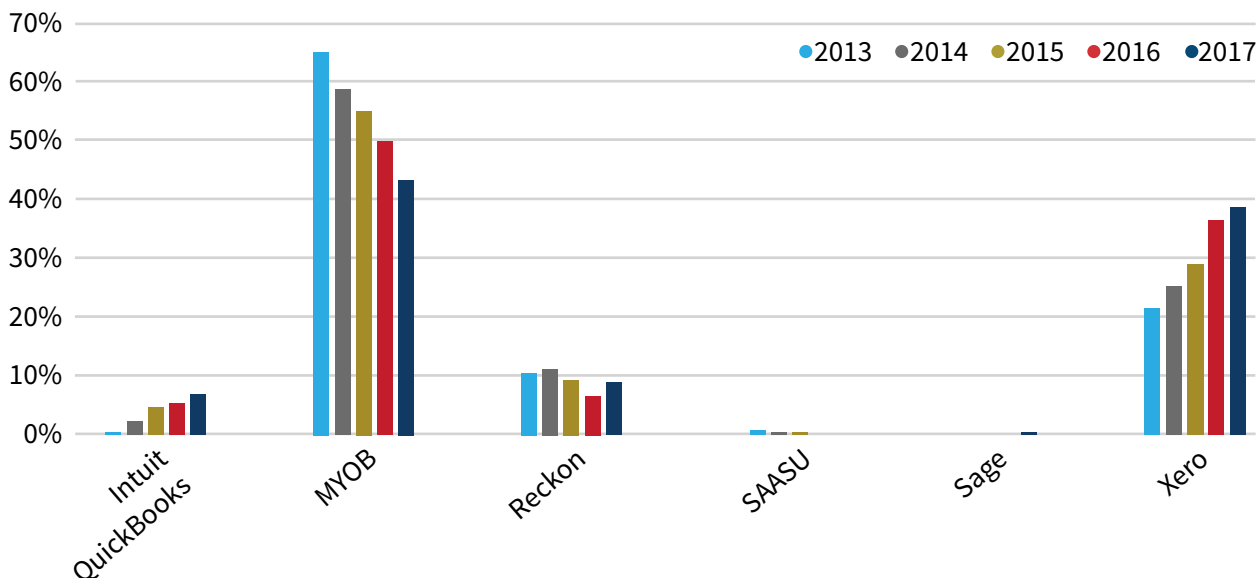
How satisfied are you with the software you use for your business?

●Very Satisfied ●Satisfied ●Neutral ●Dissatisfied ●Very Dissatisfied

Rank the following methods of software support...

1	2	3	4
31% - Phone	28% - Email	22% - Online chat	19% - Online forum
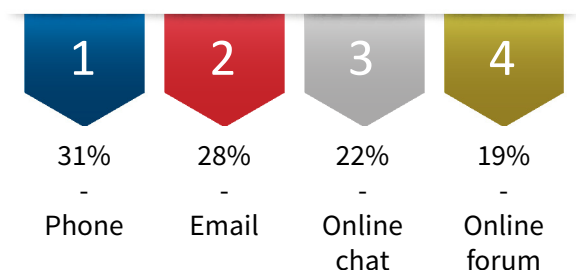
Rank the following methods of software training...

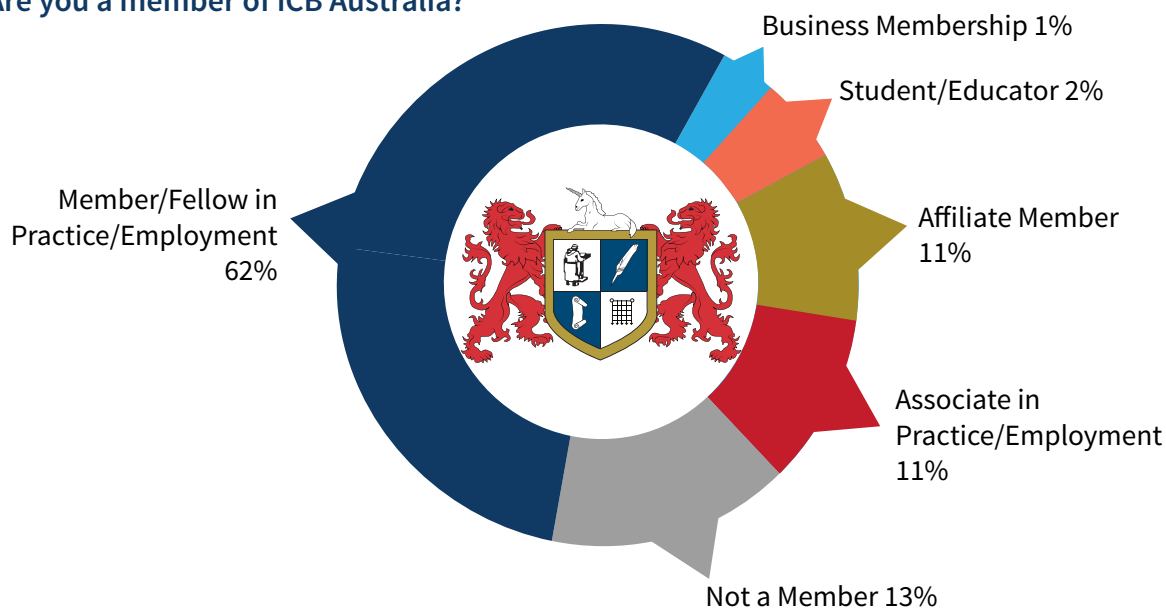| 1	2	3	4
28% - Live webinar	26% - Self-paced via online video	25% - Face-to-face workshop	20% - Self-paced via man-ual
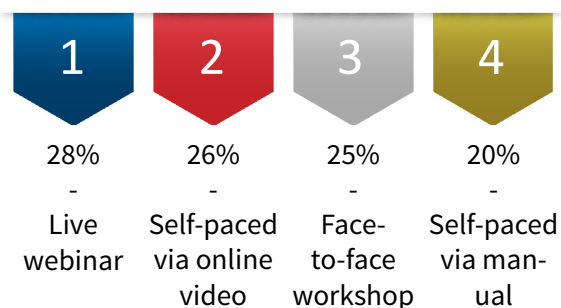
Additional Comments

The majority of software services used with clients continues to increase at a steady rate. However, software used for bookkeepers in business shows a trend emerging, with MYOB services continuing to decrease, and Intuit QuickBooks, Reckon and Xero services steadily increasing.
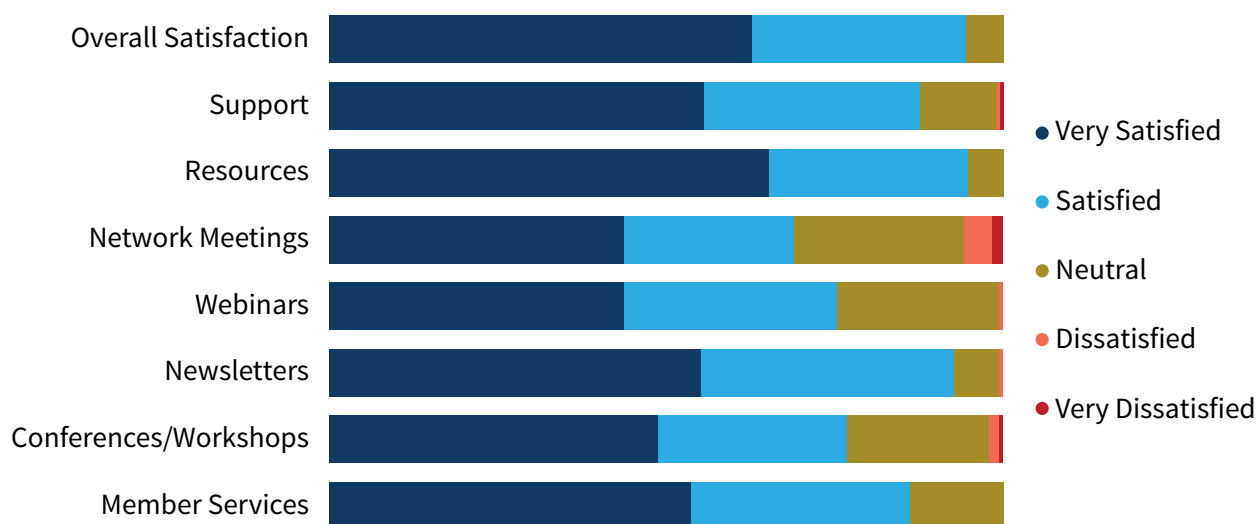
Software companies with a high satisfactory rating towards usability features, such as MYOB (68%) and Xero (71%) demonstrate a converse response with pricing (MYOB 59% and Xero 43% dissatisfaction for pricing). This opposite effect is further supported with Intuit QuickBooks, which has a 71% satisfactory rating towards pricing, yet a 61% dissatisfaction rating for usability.
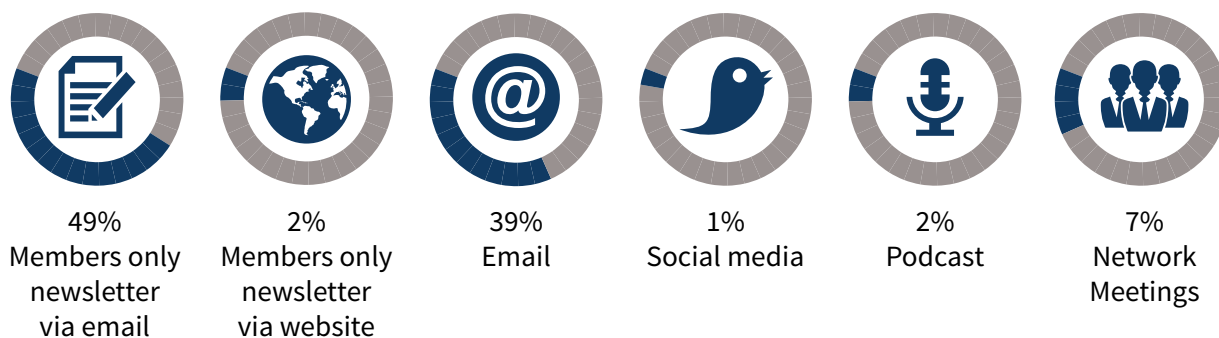
All About ICB

Are you a member of ICB Australia?

Business Membership 1%

Student/Educator 2%

Member/Fellow in Practice/Employment 62%

Affiliate Member 11%

Associate in Practice/Employment 11%

Not a Member 13%

On a scale of 1 to 10, how satisfied are you with ICB?

- Overall Satisfaction
- Support
- Resources
- Network Meetings
- Webinars
- Newsletters
- Conferences/Workshops
- Member Services

● Very Satisfied

● Satisfied

● Neutral

● Dissatisfied

● Very Dissatisfied

What is your preferred method for receiving information from ICB?

49%
Members only newsletter via email

2%
Members only newsletter via website

39%
Email

1%
Social media

2%
Podcast
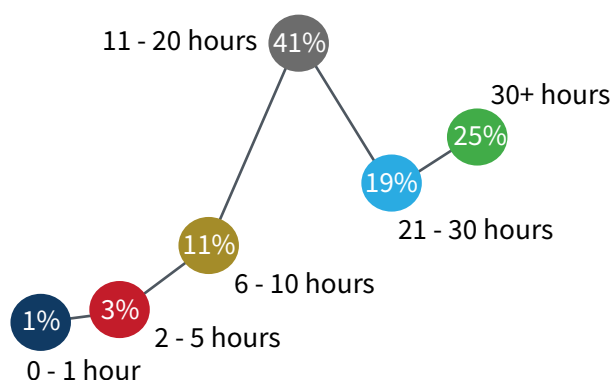
7%
Network Meetings

ICB Membership Benefits

- Which ICB Membership Benefits are you aware of?
- Which ICB Membership Benefits do you use?
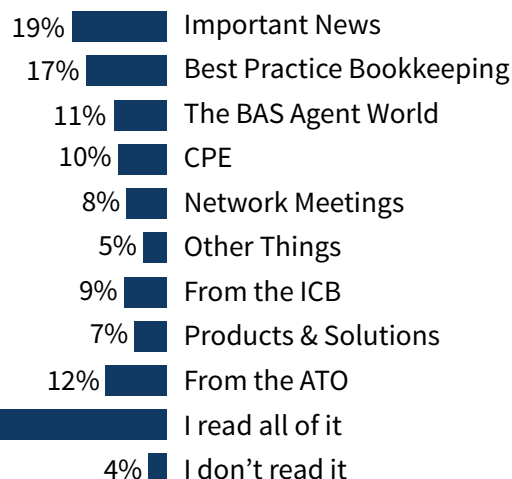- Which ICB Membership Benefits should ICB continue to deliver?
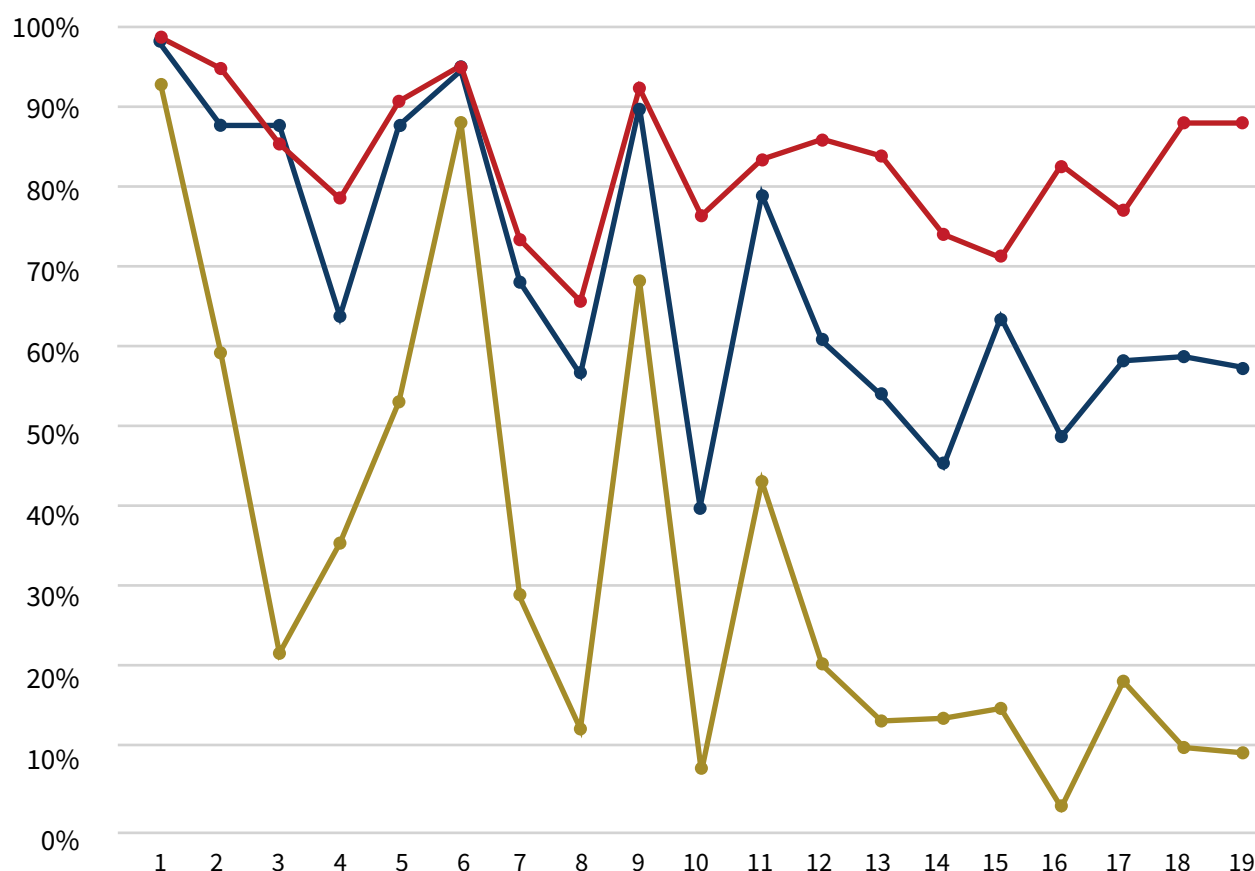
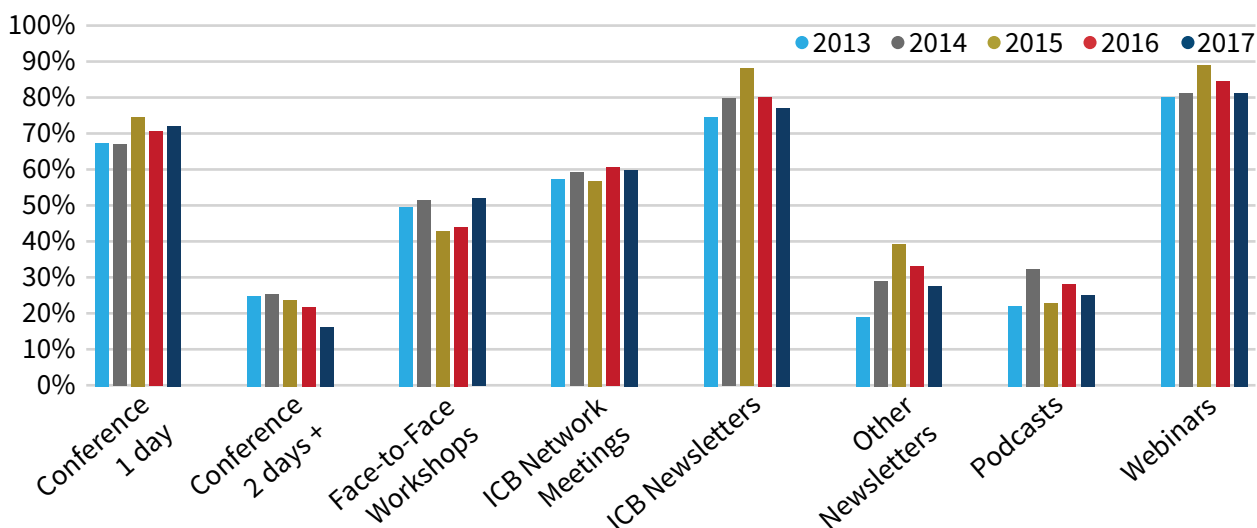| ICB Membership Benefits	1. Resources (checklists/templates/guides)	2. Members phone and email support	3. Find a Bookkeeper directory on ICB website
4. Bookkeepers ICB Forum and Members Only Facebook Group	5. PI Insurance specifically designed and priced for ICB Members	6. Members only newsletter	7. Customisable client e-Brief
8. Access to buy professional ICB name badge	9. Attend ICB network meetings and online webinars for no cost	10. Access to job vacancies page	11. Use of ICB crest on stationery
12. Access to preferred educations and training options	13. Discounted products and solutions	14. ICBenefits program	15. ICB newsletter via podcast
16. Supervising BAS Agent program	17. ICB Member advantaged price to GovReports	18. Ability to influence ICB lobbying of the ATO and Government	19. Ability to influence TPB policy through ICB consultations

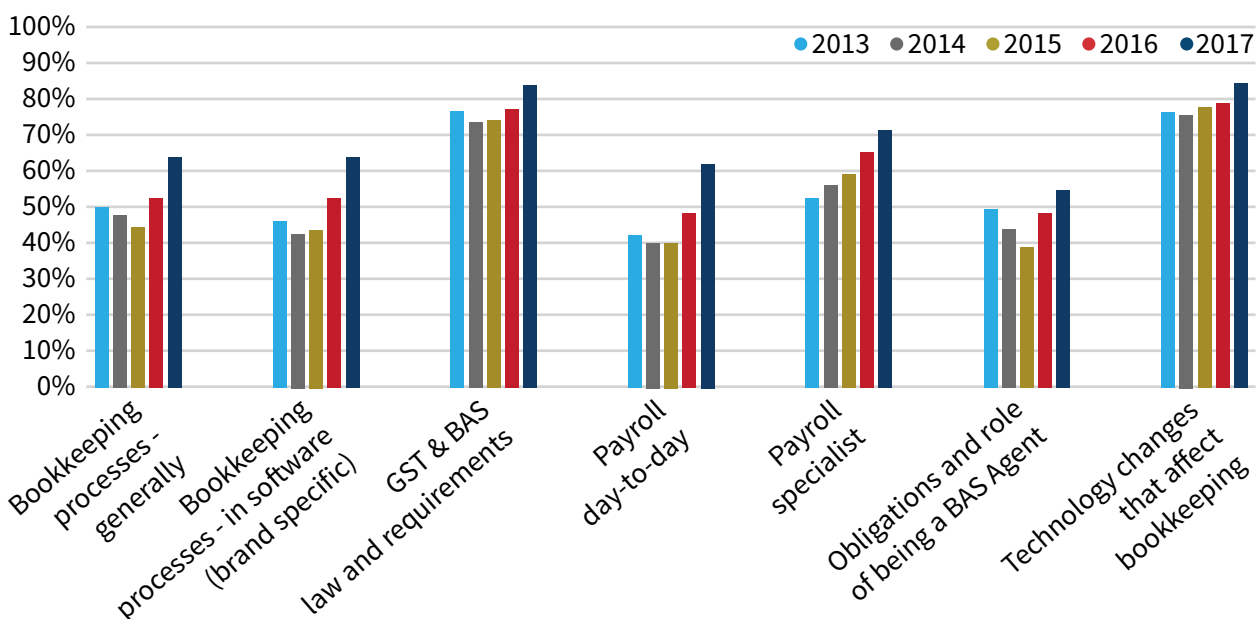## How much continuing professional education have you undertaken in the past year?

- 0 - 1 hour: 1%
- 2 - 5 hours: 3%
- 6 - 10 hours: 11%
- 11 - 20 hours: 41%
- 21 - 30 hours: 19%
- 30+ hours: 25%

Which sections of the ICB Newsletter do you read?

Section	Percentage
Important News	19%
Best Practice Bookkeeping	17%
The BAS Agent World	11%
CPE	10%
Network Meetings	8%
Other Things	5%
From the ICB	9%
Products & Solutions	7%
From the ATO	12%
I read all of it	75%
I don't read it	4%

Which methods of continuing professional education do you prefer?

Legend: 2013, 2014, 2015, 2016, 2017

Categories: Conference 1 day, Conference 2 days +, Face-to-Face Workshops, ICB Network Meetings, ICB Newsletters, Other Newsletters, Podcasts, Webinars

What would you like information/education/resources on?

Legend: 2013, 2014, 2015, 2016, 2017

Categories: Bookkeeping processes - generally, Bookkeeping processes - in software (brand specific), GST & BAS law and requirements, Payroll day-to-day, Payroll specialist, Obligations and role of being a BAS Agent, Technology changes that affect bookkeeping

Limitation of Liability

The material contained within this manual is designed to provide information
for bookkeepers and businesses.

We note that different circumstances might apply from bookkeeper-to-bookkeeper
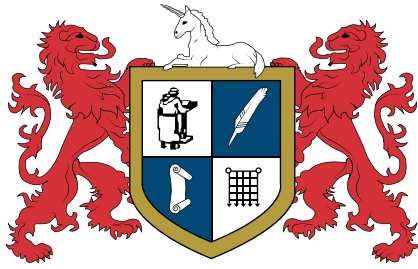and situation-to-situation.

Before you rely on this information for any important matters, you should make your own
enquiries and validation to ascertain if it is appropriate and correct to your circumstances.

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