

MARKET TRENDS REPORT 2013



AccountAbility



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ABOUT ACCOUNTABILITY

We're Australia's leading accounting and business support recruitment specialists – and we're proud of it. From humble beginnings as a team of two in 2004, we've grown into an established presence in Sydney, Melbourne, Brisbane and Perth. Last year we placed more than 450 candidates into permanent roles and over 800 into contract placements.

HOW WE WORK

Conversation is our passion. We listen, we respond. Being truly connected to our clients - from knowing a firm's structure to the culture of those you're looking to hire - is key to our success, and yours. When talking to candidates, we are an extension of your business.

Speed is vital to us and it shows. We fill 80% of temporary roles on the first phone call and 90% of permanent roles within six to eight working days. Working as a team enables us to achieve quality results, fast.

WHAT WE DO

We recruit permanent and temporary staff in Sydney, Melbourne, Brisbane and Perth in the following functions.

ACCOUNTING SUPPORT

- Accounts Payable*
- Accounts Receivable*
- Credit*
- Cash Collection*
- Payroll*
- Assistant Accountant
- Bookkeeping
- Accounts Clerk

*Up to and including management level

BUSINESS SUPPORT

- Executive Assistant
- Personal Assistant
- Receptionist
- Office Manager
- Customer Service
- Data Entry
- Administration Assistant



Specialists in our field, we know what drives candidates in accounting and business support roles to change jobs and what clients need to get the people they want. Put simply, we'll get you the best candidates, fast.

HIGHS AND LOWS OF 2012 AND WHAT'S IN STORE FOR 2013

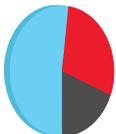
There's no doubt that 2012 has been a turbulent time for business, and along with the rest of the world, Australia has felt the effects. However, it's not all doom and gloom. Top talent remains highly prized, and with cash flow a priority in tough times, accounting and business support teams have been thrust firmly into the limelight. There may have been a slowdown in growth hiring, but there is still strong demand for replacement roles, especially in firms with a lean accounting support contingent – a reflection of just how vital these teams are.

REPORT FROM THE FRONT LINE

From workplace happiness to company growth forecasts, our report offers an overview of 2012's accounting and business support trends - as well as a glimpse of what 2013 holds in store. It is based on a survey of over 1500 employers and employees across Australia as well as an analysis of our own work in 2012.

OUR KEY FINDINGS

HIGHS & LOWS IN 2012



2012 Findings

52% of companies performed as expected.

29% performed better than expected.

19% did not perform as expected.



2013 Expectations

54% of employers anticipate growth in 2013.

36% anticipate to maintain 2012 levels.

10% expect to shrink in 2013.

- 42% of employees would like to move jobs in the next six months
- 62% of employees believe it would be competitive to find a new job in the current market.

**THE
CURRENT
CLIMATE**



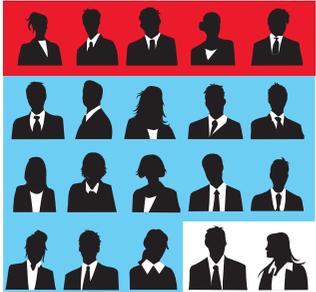
Happiness in the workplace is up **40%** on last year.

47% of employees believe morale is high or very high within their business.

36% of employees received a Christmas bonus in 2012.

64% of employees did not receive a Christmas bonus in 2012.

When looking for a new job and to attract new talent, **salary, location and flexible working hours** are the main pull factors.



25% of employers believe the current economic conditions are having a significant impact on their business.

65% believe they are having some impact.

10% believe they are having no impact.

36% of employers have been at their current company for over 5 years.



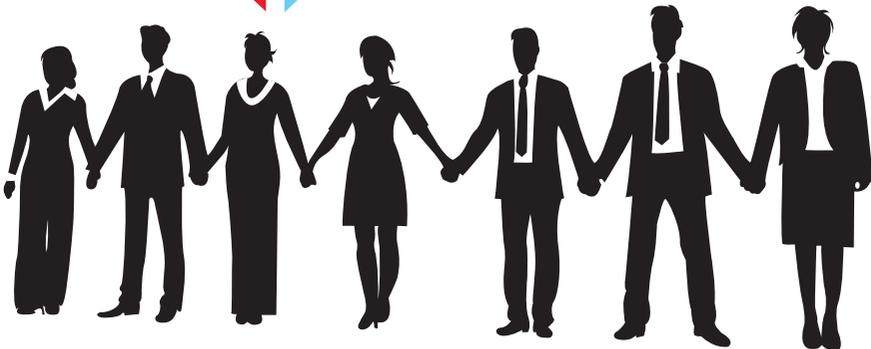
SHARED SERVICES CENTRES – STILL A HOT TOPIC

Establishing shared services centres, with their potential for long-term cost-cutting, remains high on firms' agendas. In fact, our survey revealed that 43% of employers already have a shared service centre. Many argue in favour of keeping these centres on Australian soil, citing greater customer facing capability. However, financial pressure is forcing many firms to look offshore. Despite research on the cost-cutting benefits of offshore centres, many firms are opting for onshore in the hope of attracting new customers.

Local shared service centres face a challenge when it comes to attracting and retaining their star performers due to fewer team leader and/or management roles. Because of this, many firms are now open to recruiting those with less experience and offering in-house training. This trend is set to continue, resulting in a consistent flow of talent within the organisation and helping to control the wage bill for these large teams. 2013 will see continued pressure on these shared service environments to improve efficiency.

**SHARED
SERVICES**

43% of employers surveyed have a shared services centre in their business.





2013 COULD SEE QUOTA-TYPE POLICIES TO ENSURE GENDER EQUALITY

With 64% of candidates saying they'd seek employment in a firm that supports gender diversity, this has become a key focus – and policy – for many organisations. Gender equality has consistently hit the headlines in 2012, and in 2013, in an effort to increase diversity, some companies are likely to adopt quota-type policies throughout the recruitment process. The advice to employers is to advertise these policies to both existing and prospective staff.

**FLEXIBILITY
& SOCIAL
MEDIA**

f 64%

of employers have used Facebook as part of their recruitment strategy.

in 33%

of employers have used LinkedIn as part of their recruitment strategy.



However,

89%

Use LinkedIn for professional networking.

34%

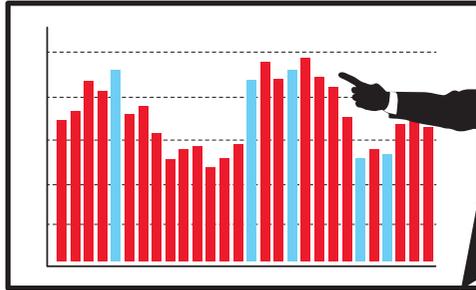
of employees never feel pressure to work longer hours.

27%

of employers believe there is constant pressure to work more hours.

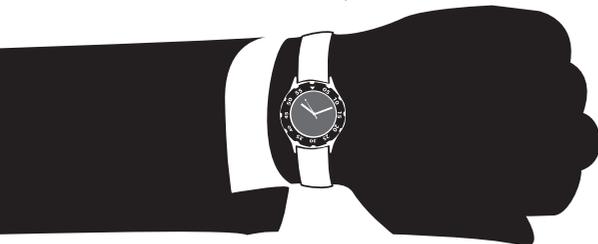
78%

of employers believe their company offers opportunities for flexible working hours.



55%

of employers believe their companies invest enough in training and development.



LINKEDIN MARCHES ON, BUT EMPLOYERS NEED TO CHECK VALIDITY OF INFORMATION

Organisations are continuing to embrace social media and this means a wealth of networking opportunities. The results of our survey say it all: 33% of employers have used LinkedIn as part of their recruitment strategy and 89% of our respondents use the platform as a networking tool. However, we predict that as more candidates use LinkedIn, employers will find it increasingly tricky to verify genuine experience. Stringent interview techniques and rigorous referencing will help ensure what's put on LinkedIn is correct.

FACEBOOK

Increasingly firms are adopting Facebook as a brand-awareness tool. They're also recognising that its ability to create a 'company community' helps retain and attract staff, particularly graduates.

Many organisations across Australia are willingly portraying their company culture via social media.

MORE TECHNICAL EXPERTISE PLEASE, SAY EMPLOYERS

The past year has seen increased demand for more technical-based roles within accounting support and we expect this to continue in 2013. Some examples are payroll accounting or payroll compliance positions where legislation has demanded a more advanced skillset. There has also been a greater need for analyst-based positions within transactional accounting as businesses look to improve and streamline processes. This trend is creating opportunities for candidates at what would typically be officer level to develop their skillset and gain career advancement outside of the people management route.

REGIONAL TRENDS

VICTORIA:

A SLOW FIRST HALF, BUT THINGS ARE LOOKING UP

For the first half of 2012, the FMCG, retail and manufacturing industries were slow in terms of growth and this had an impact on the volume of transactional roles. 'Right sizing', reducing headcount and running leaner appeared to be the name of the game in these sectors.

The last quarter, however, has seen a boost in confidence and an improvement in the Victorian market, 2013 now looks promising. At AccountAbility we've been aligning our services with more SMEs, offering them tailored solutions to meet their recruitment needs.

QUEENSLAND:

TOUGH TIMES, BUT POTENTIAL FOR GROWTH

It has been a tale of two halves in Queensland in 2012, where global economic conditions have unfavourably combined with local government changes. Confidence plummeted towards the end of 2012 due to job cuts by the Queensland government, where 14,000 workers were affected. However, there is potential for growth from mid-2013 due to the possibility of governmental changes boosting employment.

The state relies heavily on the resources industry, so becoming more economically diverse should be a goal for 2013. Another trend is that many Brisbane businesses have thought about moving head offices abroad or interstate. This is frustrating for hiring managers, who are losing good candidates or being overworked as replacement resources are approved.

WESTERN AUSTRALIA:

THE MEETING OF MINING AND FASHION

The Perth market has been up and down this year. The accounting support side was rife with opportunity from April until September, but then slowed down. This is due to large projects being frozen or even shelved owing to the low iron ore price – and specifically because investments

have been pulled from foreign sources such as China as a result. The sluggish end to the year may also be attributed to the transfer of shared service centres to overseas locations such as India to take advantage of lower employment costs.

On the positive side, a number of mining firms have relocated to Perth in order to be closer to their primary operations in WA. Larger companies such as Bunnings, part of the Wesfarmers Group, have announced \$1.35m expansion plans and new global fashion retailers are opening their doors here – a trend set to continue into 2013. Oil and gas projects, however, continue to dominate the market, with no sign of slowing due to demand for cleaner energy.

NEW SOUTH WALES:

A GOOD START, BUT GETTING TOUGHER

2012 began on a positive note for New South Wales, with employers happy to take on transactional staff on both a temporary and permanent basis, even if they tended to look internally before going to market. As the year went on, however, the market became less predictable with certain sectors such as financial services, media, retail, construction and manufacturing tightening up on recruitment.

The message regarding business performance from SMEs has been very inconsistent even within the same industry sector.

Clients with European and American headquarters have, in many cases, found it difficult to get permanent headcount approval.

The Accounting support space has also seen redundancy due to factors such as poorer business performance, outsourcing and streamlining.

Companies are finding it hard to recruit for payroll, and it seems there is a shortage of home-grown talent to fill junior accounting roles.

BUSINESS SUPPORT

A BUOYANT TEMP MARKET BUT MANAGERS NEED TO TEMPT TOP TALENT

- Reception areas have seen a high turnover, meaning a rise in junior reception roles. Many firms are on the hunt for school leavers or fairly inexperienced candidates, with a view to training them up in the hopes of increasing longevity. Many candidates view reception as a 'stepping stone' position from which they can quickly progress – so clients need to make the role as varied as possible, including giving them additional administration experience and a clear progression route.
- There has been an increase in 'project' based administration, eg, site and contracts administrators, bid and tender related administration roles and document controllers. This trend is mostly in the mining, resources and construction sector.
- Salaries are likely to rise 3-4%. Firms will need to take this into consideration if they want to attract and retain top talent. They should also look at other benefits such as flexible working, performance related pay/bonuses and clear progression routes.
- The temp market is buoyant, with plenty of maternity-cover and project-based roles, and those that support the existing team without additional headcount.

EXECUTIVE AND PERSONAL ASSISTANTS: MULTIPLE BOSSES, FLEXIBLE WORKING

- The senior EA market is slow, with changes afoot in bigger businesses, mainly at senior management level. This may lead to movement in this area in 2013.
- Advances in technology mean it's no longer necessary for EAs/PAs to be located in the same office, state or even country as those they support.
- EAs are increasingly supporting multiple people at once. This is partly due to budget restraints but also due to increasingly technologically savvy senior staff being able to access diaries and emails on the go and on their own.
- We're seeing increased workplace flexibility with a rise in part time/job share working arrangements for EAs. This is linked to the increased emphasis on gender diversity.

ACCOUNTING SUPPORT SALARY GUIDE

State	NSW		VIC	
Size of company	SME	Multinational/ ASX listed	SME	Multinational/ ASX listed
Salary	\$'000	\$'000	\$'000	\$'000
National Credit Manager	80 - 100	100 - 140	80 - 100	100 - 130
Credit / AR Manager	75 - 90	80 - 100	70 - 80	80 - 100
Credit / AR Supervisor	65 - 75	70 - 90	65 - 75	70 - 85
Credit / AR Officer	50 - 60	55 - 65	50 - 60	55 - 65
Collections	45 - 55	45 - 55	45 - 50	45 - 55
National Accounts Payable Manager	80 - 90	90 - 120	80 - 90	90 - 120
Accounts Payable Manager	70 - 80	80 - 110	65 - 80	80 - 110
Accounts Payable Supervisor	60 - 75	75 - 85	65 - 75	75 - 85
Accounts Payable Officer	48 - 55	50 - 60	47 - 52	45 - 60
National Payroll Manager	90 - 120	120 - 180	90 - 120	100 - 150
Payroll Manager	80 - 100	90 - 120	80 - 100	85 - 110
Payroll Supervisor	65 - 75	70 - 90	65 - 75	70 - 90
Payroll Officer	50 - 65	60 - 70	50 - 60	55 - 70
Accounts Officer	40 - 50	45 - 55	40 - 50	45 - 55
PQ Assistant Accountant	55 - 65	65 - 70	55 - 65	60 - 70
Bookkeepers	60 - 70		55 - 65	
State	QLD		WA	
National Credit Manager	75 - 100	100 - 140	75 - 100	100 - 140
Credit / AR Manager	65 - 80	75 - 90	65 - 80	75 - 90
Credit / AR Supervisor	65 - 75	65 - 80	65 - 75	65 - 85
Credit / AR Officer	45 - 55	55 - 58	45 - 55	55 - 65
Collections	45 - 50	45 - 50	45 - 50	45 - 55
National Accounts Payable Manager	80 - 90	90 - 120	80 - 90	90 - 120
Accounts Payable Manager	65 - 75	70 - 90	65 - 80	80 - 110
Accounts Payable Supervisor	60 - 70	65 - 80	60 - 75	75 - 85
Accounts Payable Officer	45 - 50	45 - 55	45 - 50	45 - 55
National Payroll Manager	80 - 100	100 - 140	90 - 120	120 - 180
Payroll Manager	75 - 85	80 - 100	70 - 90	90 - 120
Payroll Supervisor	60 - 70	65 - 80	65 - 75	70 - 90
Payroll Officer	50 - 55	55 - 65	50 - 65	60 - 70
Accounts Officer	38 - 50	40 - 55	40 - 50	45 - 55
PQ Assistant Accountant	55 - 65	60 - 70	55 - 65	60 - 70
Bookkeepers	55 - 65		55 - 65	

BUSINESS SUPPORT SALARY GUIDE

State	NSW		VIC	
Size of company	SME	Multinational/ ASX listed	SME	Multinational/ ASX listed
Salary	\$'000	\$'000	\$'000	\$'000
Data Entry Officer	38 - 50	45 - 60	38 - 50	45 - 60
Receptionist	40 - 55	50 - 60	40 - 55	50 - 60
Administration Assistant	38 - 50	45 - 60	38 - 50	45 - 60
Office Manager	55 - 80	75 - 90	55 - 80	75 - 90
Executive Assistant (Manager level)	60 - 70	70 - 85	60 - 70	70 - 85
Executive Assistant (C-Suite)	70 - 90	90 - 120	70 - 90	90 - 120
Personal Assistant	60 - 70	70 - 85	60 - 70	70 - 85
Junior Admin	35 - 40	35 - 40	35 - 40	35 - 40
Team Assistant	55 - 65	55 - 70	55 - 65	55 - 70
Customer Service	35 - 45	40 - 50	35 - 45	40 - 50

State	QLD		WA	
Data Entry Officer	37 - 49	44 - 59	38 - 50	45 - 60
Receptionist	39 - 53	49 - 59	40 - 55	50 - 60
Administration Assistant	37 - 49	44 - 59	38 - 55	45 - 60
Office Manager	53 - 78	74 - 88	55 - 80	75 - 90
Executive Assistant (Manager level)	58 - 68	69 - 83	60 - 70	70 - 85
Executive Assistant (C-Suite)	68 - 87	88 - 118	70 - 90	80 - 110
Personal Assistant	58 - 68	69 - 83	60 - 70	70 - 90
Junior Admin	35 - 40	35 - 40	35 - 40	35 - 40
Team Assistant	45 - 53	53 - 65	55 - 65	55 - 70
Customer Service	35 - 40	40 - 50	35 - 45	40 - 50



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