



AccountAbility

MARKET TRENDS REPORT 2017

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ABOUT ACCOUNTABILITY

We are Australia's leading Accounting and Business Support recruitment specialists – and we are proud of it. From humble beginnings as a team of two in 2004, we have grown into an established presence in Sydney, Parramatta and Melbourne. Last year we placed more than 500 candidates into permanent roles and over 900 into contract placements. AccountAbility is part of the Ambition Group.

HOW WE WORK

Conversation is our passion. We listen and we respond. Being truly connected to our clients – understanding a firm's structure and the culture of the team you are working hard to create – 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 6 to 8 working days. Working as a team enables us to achieve high quality results, fast.

WHAT WE DO

We recruit permanent, temporary and contract staff in Sydney, Parramatta and Melbourne in the following functions:

BUSINESS SUPPORT

- Executive Assistants
- Personal Assistants
- Receptionists
- Office Managers
- Customer Service
- Data Entry
- Administration Assistants
- Team Assistants

ACCOUNTING SUPPORT

- Accounts Payable*
- Accounts Receivable*
- Credit*
- Cash Collections*
- Payroll*
- Assistant Accountants
- Bookkeepers
- Accounts Clerks

*Up to and including management level



Specialists in our field, we know what drives candidates in Accounting and Business Support roles to change jobs, and what companies need to do to get the people they want. Put simply, we will get you the best candidates, quickly and efficiently, whenever you need them.

TRENDS AND PREDICTIONS

ACCOUNTING SUPPORT

2016 continued to be a positive and buoyant year in the accounting support market but with some interesting shifts in the demand for certain skillsets. The growth in certain industry sectors such as Aged Care, Healthcare, Property/Construction and Education meant an increase in the demand for traditional high volume accounts payable and receivable skills for the first time in many years. The level of growth experienced in these industries meant that back office infrastructure has often been unable to keep up and this has put significant pressure on their teams.

In sectors with a more tepid business outlook, there is still a demand for temporary/contract hires due to the lack of budget available for advanced systems and technology. We have also seen a growth in the demand for senior Accounts Payable Managers as smart finance leaders look to implement cutting edge Procure to Pay software in order to improve the experience of internal and external stakeholders, by driving streamlining and efficiencies. There is a real demand for senior Credit Managers as true business partners who can manage relationships with Sales, Logistics & Distribution and Finance in order to drive a collections strategy with a solid customer focus.

Businesses continued to invest in the talent of the future – ambitious, degree qualified candidates looking to develop their technical skills and commence their professional studies. There is also an increased demand for junior accounting candidates with potential, but due to the levels of offshoring in transactional finance, this candidate pool has shrunk significantly.

Despite the high levels of global economic uncertainty, we believe that the continued focus on transactional finance being in-house, onshore, customer service driven and risk averse will keep the demand for accounting support candidates at all levels strong.

BUSINESS SUPPORT

Looking back on 2016, the first half of the year was slow but steady, with clients still cautious about the market meaning the trend continued towards hiring contractors. There was noticeable growth in the last six months of 2016 when hiring seemed to escalate, especially entry-level permanent positions. We would attribute this to companies wishing to grow their teams whilst being cost conscious and hiring inexperienced candidates that they can internally train.

Salaries have risen at the entry level end of the market due to the increased demand for candidates. The top talent has been in the enviable position of having a lot of choice as companies compete to attract the cream of the crop.

Similarly, at the other end of the spectrum, senior EA candidates have been steadily driving an increase in salaries, as once again companies compete to secure the top talent.

Quality candidates are being snapped up and are often faced with multiple offers, so speed in the recruitment process is the key to success. In addition, clarity around the job specification is vital from the outset as changes later on can unnecessarily prolong the recruitment process.

Due to increasing demands on senior executives within businesses the need for highly skilled and adaptable EAs has increased dramatically. The signs are that this trend is set to continue thus placing a strain on supply of quality staff. We have already started to see trend towards clients hiring junior candidates which they can develop within individual teams in response to this shortage.

Candidates have become more focused on workplace benefits, not solely salary, with flexible working arrangements being increasingly valued.

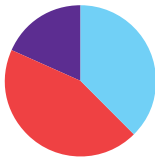
We predict a rise in permanent recruitment throughout 2017. In addition to this, with companies and candidates seeing the benefit of the 'try before you buy' method we anticipate a rise of temporary to permanent offers in 2017.

WHAT YOU TELL US ABOUT THE MARKET

Our Market Trends report offers an overview of last year's Accounting and Business Support trends in addition to some insights into what 2017 has in store. This year we surveyed more than 3500 employers and employees across Australia and this, combined with a detailed analysis of the roles we have recruited in 2016, has provided us with the following results.

OUR KEY FINDINGS

BUSINESS PERFORMANCE



2016 Findings

35% performed better than expected (↓ 4% on last year)

46% performed as expected (remained the same)

19% performed worse than expected (↑ 4% on previous year)



2017 Expectations

61% expect growth this year

31% expect to maintain levels of 2016

Only 8% expect contraction

THE CURRENT CLIMATE

REMUNERATION



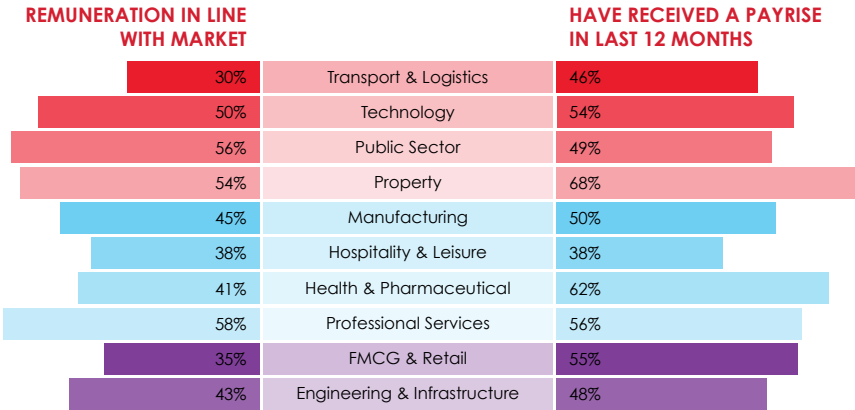
44%

of employees believe their remuneration is in line with the market
↓ 3% on last year.

PAYRISES

51%

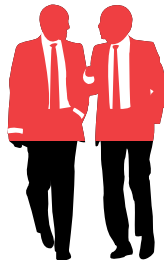
of employees have received a pay rise in the last 12 months
↑ 4% on last year.



HIRING

52%

of clients anticipate hiring in the next 12 months
↓ 4% on last year.



62% will be replacement hires.

38% due to growth.

FLEXIBLE WORKING

68%
of employees are offered flexible working arrangements at their workplace.



IF SO WHAT ARE THEY OFFERED?



12%
Working from home.



77%
Offer flexible start/finish times.



55%
Able to attend appointments.

30% Tailored to individual requirements.



MOVING ROLES

53%
of employees are looking to move roles within 12 months.

The most important considerations when employees are looking for a new job are:



Salary



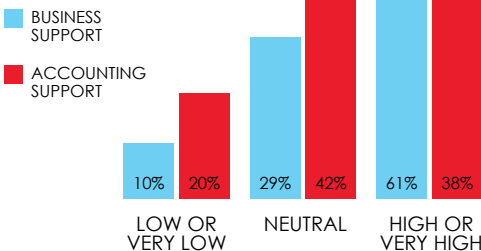
Location



Flexible Working

MORALE

Employees describe morale in their business area as:



ONBOARDING

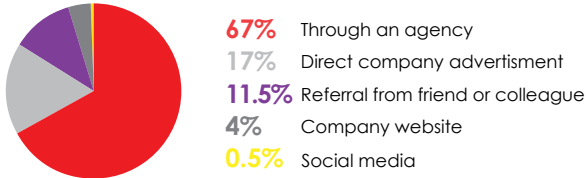


47%

of employees state their company has a way of measuring staff engagement in the first 3 months of joining the business.

WHERE TO FIND CANDIDATES

Candidates surveyed stated that if they were looking for their next role they would use the following medium:



WITH CANDIDATES IN SHORT SUPPLY – SPEED IS THE KEY

Leading into 2016, the message to employers was streamline processes in order to secure the top talent. This message has not changed for 2017. Speed is often key! The businesses that prioritise their recruitment processes by minimising time lost between 1st/2nd interviews to offer stage will secure the best talent in the market. It is vital in this talent short market to move quickly in order to stay ahead of the game. At the Accounting Support and Business Support level, companies that can complete a permanent recruitment process lasting no longer than two weeks from receiving a shortlist are much more likely to secure their preferred candidate. There is certainly an expectation from candidates at this level to have completed a process within this time frame. At the Management/senior level, the process should ideally take no longer than two to three weeks.

TIPS TO ENSURE YOU SECURE THE BEST CANDIDATES

- 1** Keep the time between 1st and 2nd interviews to a minimum! Candidates can often be approached about alternative opportunities during this time.
- 2** Be in a position to make your offer as soon as possible after the final stage of the recruitment process for the same reason.
- 3** Issue contracts immediately after the candidate accepts the role. This can reduce the likelihood of a counter offer being accepted.

Note: 2016 saw an increased level of counter-offers being issued as employers pulled out all the stops to avoid their top talent leaving. They were also trying to avoid having to recruit in a candidate tight market. The employers who had the most efficient processes often avoided having to start their processes over again.



72%
of employees surveyed stated they accept the first job offer they receive.

It is worth noting that from the candidates we surveyed, a main point of frustration was the lack of detailed feedback they received after interviewing with a company. This can leave a job seeker feeling like they have wasted their time and that the commitment has not been mutual. It's truly important to us to represent your business in the best way possible and if we receive detailed feedback we can really help the candidate to walk away feeling positive about the experience and your company. The expected time-frame for feedback would be 24 hours after the interview.

DIVERSITY

In addition to diversity being a conversation about, amongst other things, gender, age group, ethnicity, abilities and sexual orientation, we are increasingly assisting our clients when it comes to considering candidates with different working or industry experience. We understand that attracting and retaining top talent is becoming increasingly challenging. Having a sustainable workplace diversity & inclusion strategy is a key element in ensuring success for every organisation and its workforce.

Working alongside our dedicated Head of Diversity & Inclusion, our team of consultants receive education and training on the subject, meaning they are well placed to work with clients to help create a diverse pool of candidates and ensure they identify the right person for the right job.

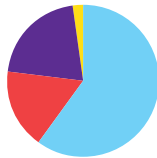
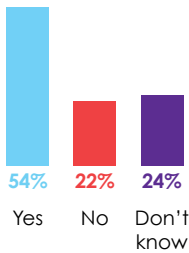
SECTOR OVERVIEW

ACCOUNTING SUPPORT

PAYROLL

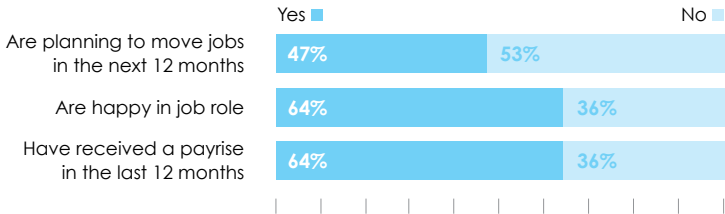
Payroll is an area that has continued to be a hotbed of activity, as businesses choose to invest in the function rather than seeking to outsource. A greater desire for control over such a high risk function and the improvement of customer service standards are the key drivers of this significant change. Expectations of the role of a Payroll Manager have changed significantly. It now encompasses project & change management, to build a philosophy of continuous improvement and the establishment of a holistic function that can provide exceptional data and analysis to both HR & Finance. This also resulted in there being a higher demand for payroll officers with strong technical and highly developed soft skills.

Do you believe your remuneration is in line with the market?



How did you secure your job?

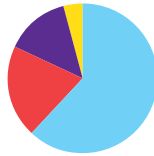
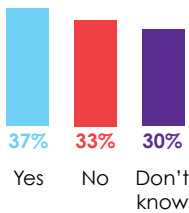
- 60% Secured role through a recruitment agency
- 17% Direct employer advertising
- 21% Referral/friend/headhunt
- 2% Company website
- 0% Social Media



CREDIT/COLLECTIONS/ACCOUNTS RECEIVABLE

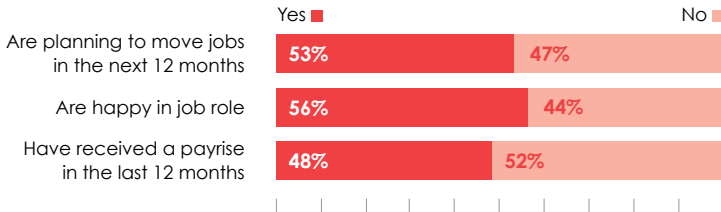
The demand for commercial Collections and Credit Officers remains high, however there has been an increase in demand for temporary staff. This trend has been mainly seen by large global multinational corporates in the FMCG, manufacturing and pharmaceutical industries. Sourcing for these roles has proved challenging, as top talent remain in permanent roles. For the first time in a number of years, there has been a significant increase in senior Credit positions such as Team Leaders and Credit Managers.

Do you believe your remuneration is in line with the market?



How did you secure your job?

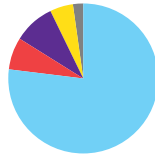
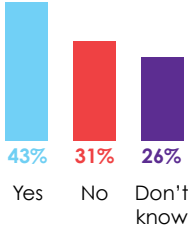
- 62% Secured role through a recruitment agency
- 20% Direct employer advertising
- 14% Referral/friend/headhunt
- 4% Company website
- 0% Social Media



ACCOUNTS PAYABLE

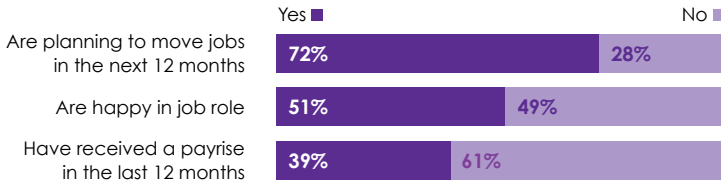
For SME sized businesses, particularly in the property, professional services and financial services industries, a high demand remains for experienced Accounts Payable candidates. Due to the size of these businesses, there is often a lack of Shared Service departments and therefore they lack scanning systems or P2P processes. This has resulted in a healthy call for candidates with high volume processing backgrounds.

Do you believe your remuneration is in line with the market?



How did you secure your job?

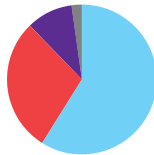
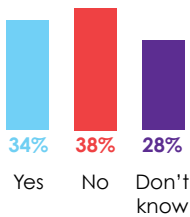
- 77% Secured role through a recruitment agency
- 7% Direct employer advertising
- 9% Referral/friend/headhunt
- 5% Company website
- 2% Social Media



ASSISTANT ACCOUNTANTS

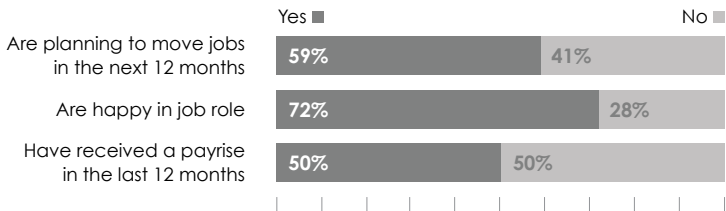
As predicted in last year's market trends report the demand for Assistant Accountants increased in 2016. Businesses are increasingly keen to secure accounting graduates on the cusp of their accounting careers in order to groom them into more senior roles as they proceed towards CPA or CA qualification.

Do you believe your remuneration is in line with the market?



How did you secure your job?

- 59% Secured role through a recruitment agency
- 29% Direct employer advertising
- 10% Referral/friend/headhunt
- 0% Company website
- 2% Social Media



BUSINESS SUPPORT

RECEPTION

Salaries have increased in the last year and the cream of the crop often have more than one opportunity on the table when they decide to change roles. With reception being a role that tends to have a fairly short life span and candidates often seeing it as a stepping stone to a broader career, it is not unreasonable to expect to see movement from about the 18 month mark onwards.

EA/PA

We have seen an increase within the EA/PA space and there has still been an increase in salaries, with businesses competing to secure the best talent. Counter-offers are frequent and to be expected. AccountAbility has designed a series of networking events specifically geared towards EAs and PAs, to create a community of candidates and to ensure client demand can be met with an accessible talent pool.

ADMIN/TEAM ASSISTANT

We have seen a big increase in roles at this level. With the new generation of school leavers and graduates being increasingly tech-savvy, more experienced candidates are having to work harder to upskill themselves in order to compete. Whilst experience is still desired by businesses, it is not necessarily measured in terms of years, but more in terms of what skills the candidates can demonstrate.

OFFICE MANAGER

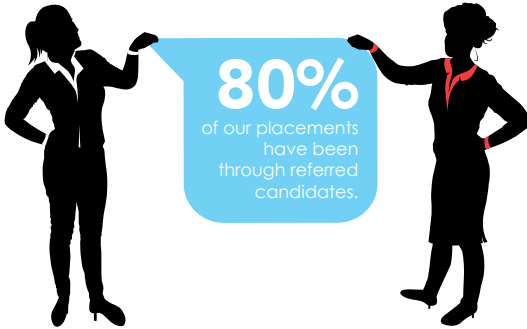
Office Management is becoming a more varied role than ever before, with roles in this sector varying significantly from business to business. Candidates with experience across a range of areas such as facilities management, reception, administration, people management and EA/PA duties are in high demand.

75%
of business support employees are happy in their job – 10% higher than overall average



Of those 25% that are unhappy in their roles the main reasons are due to lack of career progression, salary and lack of benefits.

76% of employees in the business support sector would use an agency to secure their next role.



80%
of our placements have been through referred candidates.

TOP INDUSTRIES HIRING:



Technology



Public Sector



Property

ACCOUNTING SUPPORT SALARY GUIDE

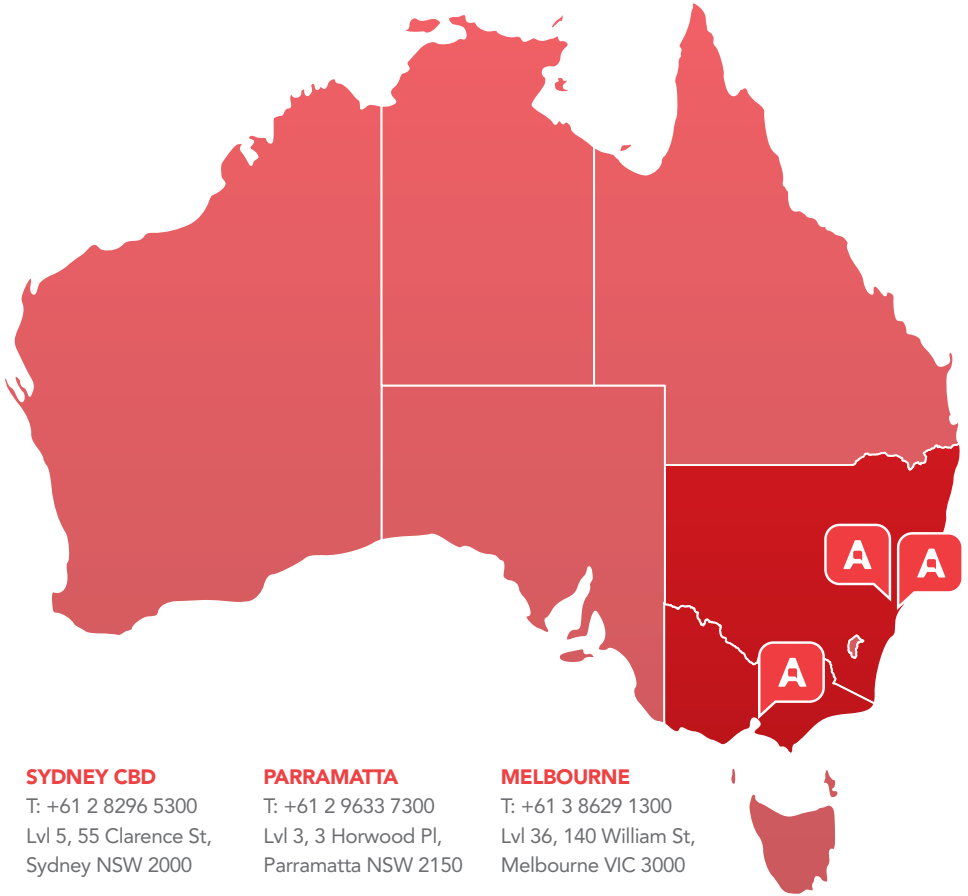
Location	Sydney		Melbourne	
Size of company	SME	Multinational/ ASX listed	SME	Multinational/ ASX listed
Salary	\$'000	\$'000	\$'000	\$'000
National Credit Manager	90 - 120	120 - 150	80 - 110	100 - 140
Credit / AR Manager	75 - 90	90 - 120	70 - 80	80 - 110
Credit / AR Supervisor	70 - 80	75 - 100	65 - 75	70 - 90
Credit / AR Officer	58 - 70	60 - 75	53 - 60	55 - 65
Collections	60 - 70	60 - 70	50 - 60	50 - 60
National Accounts Payable Manager	90 - 120	90 - 130	80 - 100	90 - 120
Accounts Payable Manager	70 - 90	80 - 110	65 - 80	80 - 110
Accounts Payable Supervisor	70 - 85	75 - 90	60 - 75	70 - 80
Accounts Payable Officer	58 - 65	60 - 70	50 - 60	50 - 60
National Payroll Manager	110 - 140	130 - 200	100 - 130	110 - 190
Payroll Manager	85 - 120	90 - 130	80 - 110	85 - 120
Payroll Supervisor	70 - 85	80 - 100	65 - 75	70 - 90
Payroll Officer	60 - 75	65 - 88	55 - 65	55 - 75
Accounts Officer	55 - 65	55 - 65	48 - 55	50 - 60
PQ Assistant Accountant	55 - 70	65 - 73	55 - 65	60 - 70
Bookkeepers	65 - 80		60 - 70	

BUSINESS SUPPORT SALARY GUIDE

Location	Sydney		Melbourne	
Size of company	SME	Multinational/ ASX listed	SME	Multinational/ ASX listed
Salary	\$'000	\$'000	\$'000	\$'000
Data Entry Officer	40 - 50	45 - 55	40 - 50	45 - 55
Receptionist	45 - 55	55 - 65	45 - 55	50 - 65
Administration Assistant	45 - 55	45 - 60	40 - 55	45 - 60
Office Manager	55 - 70	65 - 90	55 - 70	65 - 90
Executive Assistant (Manager level)	70 - 80	65 - 95	60 - 80	65 - 95
Executive Assistant (C-Suite)	75 - 95	80 - 120	75 - 95	80 - 110
Personal Assistant	65 - 75	65 - 80	60 - 75	65 - 80
Junior Admin	40 - 50	40 - 50	40 - 50	40 - 50
Team Assistant	50 - 60	55 - 70	45 - 60	55 - 70
Customer Service	45 - 60	45 - 65	45 - 60	45 - 60
Mailroom Clerk	40 - 45	40 - 50	40 - 45	40 - 50
Claims Administrator	50 - 55	50 - 55	50 - 55	50 - 55
Project Administrator	65 - 80	65 - 80	65 - 80	65 - 80
Legal Secretary	65 - 75	65 - 80	65 - 75	65 - 80
Sales Coordinator	50 - 60	50 - 65	50 - 60	50 - 65

*All salaries are exclusive of superannuation.

OFFICE LOCATIONS

**SYDNEY CBD**

T: +61 2 8296 5300
Lvl 5, 55 Clarence St,
Sydney NSW 2000

PARRAMATTA

T: +61 2 9633 7300
Lvl 3, 3 Horwood Pl,
Parramatta NSW 2150

MELBOURNE

T: +61 3 8629 1300
Lvl 36, 140 William St,
Melbourne VIC 3000



AccountAbility

T: 1300 795 155

SYDNEY CBD

T: +61 2 8296 5300
Lvl 5, 55 Clarence Street
Sydney NSW 2000

PARRAMATTA

T: +61 2 9633 7300
Lvl 3, 3 Horwood Place
Parramatta NSW 2150

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