

**CHARLES STURT UNIVERSITY
GRADUATE DESTINATION SURVEY OF
ACCOUNTANTS**

Prepared for: Charles Sturt University

By the Western Research Institute

Printed 6 February 2009

Western Research Institute

ABN 76 090 089 991

C/- Charles Sturt University

Research Station Drive

Bathurst NSW 2795

Telephone: (02) 6338 4435

Facsimile: (02) 6338 4699

Email: tmurphy@csu.edu.au

Disclaimer

Any representation, statement, opinion or advice, expressed or implied, in this publication is made in good faith, but on the basis that the Western Research Institute (WRI) or its employees are not liable (whether by reason of negligence, lack of care or otherwise) to any person for any damage or loss whatsoever, which has occurred or may occur in relation to that person taking (as the case may be) action in respect of any representation, statement or advice referred to above.

Acknowledgements

WRI would like to acknowledge the assistance of Professor Terry Heazlewood (Associate Dean, Faculty of Business), Ms Dianne McGrath (Senior Lecturer, School of Business and Information Technology), Dr. Graeme Rose (Senior lecturer, School of Business and Information Technology) and Mr. Doug Rolfe (Business Internship Coordinator, School of Accounting and Computer Science) for their assistance in developing the survey questionnaire and securing the support of accountancy firms and other businesses in the survey regions.

WRI would also like to acknowledge the assistance of Ms Michelle Fawkes, Alumni Relations Officer, Office of the Vice Chancellor.

The WRI is proudly supported by Charles Sturt University



| | |
|------------------|---|
| Electronic Path: | S:\Centres\Research Centres\Western Research Institute\Current Research\08 015 CSU - Accountancy Grad Destination\Report\7DRAFT Accountancy survey report.doc |
|------------------|---|

| | |
|---------------|-----------------------------|
| Last updated: | 10 th March 2009 |
|---------------|-----------------------------|

Contents

| | | |
|---|--|----|
| 1 | INTRODUCTION | 4 |
| 2 | WHAT IS ALREADY KNOWN ABOUT CSU ACCOUNTANCY GRADUATES? | 5 |
| 3 | WHAT QUESTIONS ARE RAISED BY THE PREVIOUS STUDY? | 6 |
| 4 | HOW WERE THESE QUESTIONS ANSWERED? | 7 |
| 5 | DO ACCOUNTANCY GRADUATES STAY IN THE REGIONS? | 9 |
| 6 | IN WHAT INDUSTRIES ARE ACCOUNTANCY GRADUATES EMPLOYED? | 11 |
| 7 | ARE ACCOUNTANCY GRADUATES ENJOYING SUCCESSFUL CAREERS? | 12 |
| 8 | WHAT DO ACCOUNTANCY GRADUATES WANT FROM THEIR FUTURE CAREER AND EDUCATION? | 15 |
| 9 | CONCLUSION | 18 |
| | THE WESTERN RESEARCH INSTITUTE | 28 |
| | APPENDIX 1: METHODOLOGY | 19 |
| | APPENDIX 2: FINAL QUESTIONNAIRE | 21 |

1 INTRODUCTION

The Charles Sturt University (CSU) mission statement outlines the institution's dedication to enhancing rural and regional communities in Australia through the provision of quality graduates across a range of professions. Graduates educated at CSU campuses have a strong likelihood of finding initial employment in regional areas¹, which in turn directly skills the regional workforce and boosts local economies.

Following the 2004 and 2006 Destination of On-Campus Graduates of Charles Sturt University studies into the initial employment location of CSU graduates, CSU commissioned the Western Research Institute (WRI) to examine the longer term impact of CSU on regional economies.

The WRI conducted a survey to gain insight into:

- ◆ the careers of accountants following initial post-graduation employment;
- ◆ longer term regional retention of accountancy graduates; and
- ◆ the future career and education aspirations of accountants.

The project was facilitated by the involvement of the project steering committee, which consisted of:

- ◆ Professor Terry Heazlewood , Business Faculty, CSU (Chairman);
- ◆ Ms Dianne McGrath, Senior Lecturer, Business and Information Technology, CSU; and
- ◆ Dr Graeme Rose, Senior Lecturer, Business and Information Technology, CSU.

A project steering committee collaborated to finalise the survey instrument, review the outcomes of the pilot, review the progress of the data collection and review findings.

¹ 2004 and 2006 Destination of On-Campus Graduates of Charles Sturt University

2 WHAT IS ALREADY KNOWN ABOUT CSU ACCOUNTANCY GRADUATES?

The 2004 Destination of On-Campus Graduates of Charles Sturt University study examined the relationship between studying internally at CSU and initial employment location. This report was updated in 2006, with the results of the study showing that 60% of all internal students who graduated from CSU were initially employed in a regional location.

The percentage of regional students from the Faculty of Commerce initially employed in a regional location showed a statistically significant upward trend between 1995 and 2006, increasing at an average rate of 2.5% per year. The percentage of metropolitan students initially employed in a regional location ranged from 4% to 14% over the same period, but did not show a statistically significant trend. In 2006:

- ◆ Seventy percent of Faculty of Commerce students originating from the regions found initial employment in a regional area.
- ◆ Nine percent of metropolitan students studying in the Faculty of Commerce found initial employment in regional areas.

These results demonstrate that Faculty of Commerce students have a high probability of contributing to regional commerce-related industries following their graduation from CSU.

3 WHAT QUESTIONS ARE RAISED BY THE PREVIOUS STUDY?

The 2004 and 2006 graduate destination studies established a high probability of initial employment in regional areas following internal study at CSU. This prompted the question – what happens to graduates after their initial employment in regional areas? To answer this, the 2008 CSU Graduate Destination Survey of Accountants sought insight into the following issues:

- Do accountancy graduates stay in the regions?
- In what industries are accountancy graduates employed?
- Are accountancy graduates enjoying successful careers?
- What do accountancy graduates want from their future career and education?

4 HOW WERE THESE QUESTIONS ANSWERED?

The WRI collaborated with the CSU steering committee to develop and administer a survey to accountants across areas of regional NSW and North-East Victoria. These regions were defined by proximity to CSU campuses and included:

- ◆ Albury
- ◆ Bathurst
- ◆ Orange
- ◆ Lithgow
- ◆ Mudgee
- ◆ Dubbo
- ◆ Wagga Wagga
- ◆ Wodonga
- ◆ Wangaratta

In order to ensure a robust sample, WRI employed three key strategies to reach accountants working not only in local accounting firms but also within large businesses and local government:

1. CSU steering committee members approached accounting firms and businesses employing accountants in their local area.
2. Local councils provided details of directly employed accountants as well as local businesses known to employ accountants.
3. The CSU Alumni Office generated a list of CSU accounting graduates working in the relevant regions.

A pilot of the survey was conducted with eight respondents in August 2008. Feedback from the pilot survey was reviewed by the steering committee and used to finalise the online survey.

The finalised survey was conducted between September and October 2008. Potential respondents were invited to complete the survey online, accessed via the WRI website. Data was captured via the online survey forms and stored in a secure MySQL® database. Five percent of all data records collected were validated via follow-up telephone contact.

A total of 137 valid survey records were collected during the data collection period.

- ◆ Seventy-four percent of respondents were CSU graduates.
- ◆ Twenty-six percent of respondents had not studied at CSU.

This report emphasises the graduate destination of CSU students, however comparisons have been made with non-CSU graduates where possible and appropriate.

A detailed methodology of questionnaire design, piloting, sampling and analysis is included in Appendix 1. The final survey instrument is included in Appendix 2.

5 DO CSU ACCOUNTANCY GRADUATES STAY IN THE REGIONS?

According to the previous studies undertaken, 60% of CSU Faculty of Commerce students obtain initial employment in regional centres. Inevitably, the question raised by this information is – do they stay in the regions beyond initial employment in the first year following graduation?

A total of 137 accountants representing 39 organisations including accountancy firms, government departments and non-accounting businesses responded to the survey. Of these 137 almost three quarters (74%) were CSU graduates who had, on average, completed their degree 8 years prior (2000). Of the CSU graduates:

- ◆ 84% had remained in the regions since graduation; while
- ◆ 16% had sought experience in a capital city before returning to also work in the regions.

This indicates that the tendency of CSU graduates to remain in the regions continues beyond initial employment in the first year following graduation. Furthermore, some graduates return to regional centres after gaining experience in the capital cities.

This result was reinforced by the strong preference of all respondents to remain working in regional and rural areas in the short term (1-2 years), medium term (3-5 years) and long term (beyond 5 years).

- ◆ The majority of respondents preferred to work in large regional areas, however this majority lessened from 59% in the short term to 50% in the long term.
- ◆ The percentage of respondents that wanted to be based in a metropolitan area increased over short (4%), medium (7%) and long (8%) terms, but remained marginal.
- ◆ Preference for working in a rural area decreased after the immediate future, but remained stronger than the preference for metropolitan areas.
- ◆ Approximately 1 in 5 respondents (19%) wanted to work in a small regional centre in the short to medium term, decreasing to 14% in the long term.

A change of location in the future is most likely to occur as a result of increased remuneration (30%). Other potential influences included:

- ◆ management opportunities within accountancy (15%);
- ◆ flexible working hours (14%);
- ◆ becoming a partner (10%);
- ◆ management opportunities in other industries (7%);
- ◆ opportunity to develop specific accountancy skills (6%);
- ◆ opportunity to develop non-accountancy skills (4%); and
- ◆ child care facilities (4%).

6 IN WHAT INDUSTRIES ARE CSU ACCOUNTANCY GRADUATES EMPLOYED?

CSU graduates who responded to the survey were predominantly employed in accounting firms. A number of respondents were also employed by:

- local councils;
- government departments such as the Australian Taxation Office; and
- private firms such as co-operatives and utilities.

CSU respondents were also found at the various levels of accountancy including:

- accountants (36%)
- senior accountants (13%);
- partners (9%);
- taxation accountants (7%); and
- senior partners (1%).

Some CSU respondents were also employed as managers (10%), directors (4%) and financial controllers (3%).

All respondents were most likely to change employer for increased remuneration (28%), followed by more flexible work hours (21%). Thirteen percent would change employer to pursue management opportunities within the accountancy industry or to become partner (8%). This was followed by accountancy related skills development (6%), specific opportunities (6%), and child care facilities (6%). Eleven percent would be persuaded to change employer for opportunities in other industries.

7 ARE ACCOUNTANCY CSU GRADUATES ENJOYING SUCCESSFUL CAREERS?

Survey results provided an insight into the professional achievement, remuneration, gender equality and job security available to an accountancy graduate working in the relevant areas of regional NSW and North East Victoria.

◆ Professional Achievement

CSU graduates were present in all levels of accountancy:

- Accountant;
- Senior Accountant;
- Manager; and
- Partner/Senior Partner.

The majority (90%) of respondents who had graduated from CSU within the past 5 years were employed as accountants or senior accountants, while 10% had achieved senior roles (managers, partners and senior partners). The percentage of CSU graduates employed in senior roles increased to 24% for those who had graduated between 6 and 10 years prior, and 83% for those who had graduated more than 10 years prior.

◆ Remuneration

A respondent who graduated from CSU earned an average \$51,000 per annum in their first 5 years from graduation, \$76,000 per annum in the 6 to 10 years post-graduation and \$110,000 per annum 10 years after graduation. These results were comparable with the average remuneration of a non-CSU graduate.

◆ Gender Equality

There was a higher proportion of female accountants amongst CSU trained respondents (47%) compared with respondents that graduated from other universities (34%).

- ◆ Job Security

On average, CSU educated respondents had worked for two employers during their accountancy careers, while respondents educated at other universities had worked for an average of 3 employers.

- ◆ Demand

Accountancy graduates remain in demand, with 37% of respondents reporting that their firms intended to hire additional accountancy graduate(s) in the coming 12 months.

On the following pages are profiles of two CSU graduates, outlining their careers, education and motivations.

GRADUATE PROFILE: Tim Parnell



Partner

*Business Services and
Financial Planning*

Graff, Paul & Parnell

Bathurst, NSW

Education

Bachelor of Business – CSU Bathurst, 1990

Chartered Accountant – Institute of Chartered Accountants in Australia, 1995

Graduate Diploma Business Administration – CSU Bathurst, 2005

Career

1990-1995 – Accountant, Graff Paul & Weaver, Bathurst

1995-1997 – Accountant Manager, BDO Nelson, Sydney

1998 – Audit Manager, BDO International, Atlanta, USA

1999 – Financial Controller, Australian Rural Group, Bathurst

Top 3 Career Highlights

1. Working with prominent companies like Woolworths & AGL
2. Working in the USA
3. Bringing knowledge back to regional NSW to assist small businesses to compete on the national and international scene.

Accountancy Benefits

Travel, financial security and assisting clients to reach their goals.

Why work Regionally?

The great people, the rural challenges and the lifestyle.

Best Advice

Work in private practice. It can be hugely rewarding and you get to run your own business!

“Look past the numbers and get involved in the solutions.”

GRADUATE PROFILE: Lynda Miller



Business Manager

(Bursar)

**The Riverina Anglican
College**

Wagga Wagga, NSW

"My Accounting qualification and skills has allowed me to find flexibility in the type of work I do, the hours I work and

Education

Bachelor of Bus (Accountancy) - RMIHE (now CSU), 1989

Certified Practising Accountant – CPA Australia, 1993

Public Practice Certificate – CPA Australia, 1998

Tax Agents Licence – ATO, 1998

Career

1988-1991 – Trainee Accountant, Paisely & Robertson, Wagga Wagga

1991-1993 – Senior Accountant, John Dormer & Assoc. Canberra

1993-1998 – Senior Accountant, Paisely & Robertson, Wagga Wagga

1999-2003 – PW & LA Miller & Co. Wagga Wagga

Top 3 Career Highlights

1. Winning the Inaugural Young Business & Career Woman Award (BPW Wagga Wagga) in 1999.
2. Setting up a partnership with my husband, Phillip in 1999 and developing a successful accountancy practice over 5 years for which won several awards including:
 - ◆ Tennant of the Year Award, ANZABI – Business Enterprise Centre (2000).
 - ◆ Marketing Award, Wagga Wagga Chamber of Commerce Outstanding Business Awards (2001).
3. Receiving the Presidents Award for service to CPA Australia

Accounting Benefits

Flexibility. There are so many areas that an accountant can work in. I had always wanted to be a teacher but chose accounting instead and still ended up in my dream job within a school some 20 years later!

Why work Regionally?

I could not imagine living and working in a big city even though I have the qualifications to do so. It's a lifestyle choice.

Best Advice

Money should not be your motivation. Look more closely for the opportunities that may be closer to home or where you can use both accounting qualification and other interests.

8 WHAT DO ACCOUNTANCY GRADUATES WANT FROM THEIR FUTURE CAREER AND EDUCATION?

The majority of all respondents – including both CSU and non-CSU educated accountants - wanted to progress to a more senior accountancy role in the coming years.

- ◆ Short term (1-2 years)
 - Over two-thirds nominated a short-term goal (68%)
 - Senior Accountant was the most common goal. The second most common goal was manager
- ◆ Medium term (3-5 years)
 - 64% nominated medium term goal(s)
 - Manager was the most common goal. The second most common goal was partner
- ◆ Long term (beyond 5 years)
 - 54% held long term goal(s)
 - Partner was the most common goal. The second most common goal was manager

Just under one-third (29%) of accountancy graduates expressed interest in undertaking further education. Forty-one further education courses were nominated, including:

- ◆ masters degrees (60%);
- ◆ diplomas (18%);
- ◆ doctorates (5%); and
- ◆ bachelor degrees (3%).

The remaining 15% were alternative courses such as certificates and chartered accountancy qualifications.

The preferred field of study for these respondents was business administration (41%) followed by taxation (17%), training and education (12%), financial planning (12%) and certified public accountant courses (5%). A further 5% nominated other fields and 7% were unsure.

Fifty-one percent of respondents interested in completing further education preferred to study at CSU. Thirty-six percent nominated other institutions and the remaining 13% were unsure.

9 CONCLUSION

A significant number of CSU graduates find initial employment in regional areas (60%), with the number of Faculty of Commerce graduates initially employed in the regions increasing at a statistically significant rate of 2.5% between 2004 and 2006.

The 2008 CSU Graduate Destination Survey of Accountants found that CSU graduates remain prominent in regional accountancy positions in the years following graduation. Eighty-four percent of CSU educated respondents had remained employed in regional areas since graduation, while the remaining 16% had gained experience in a capital city before returning to work in a regional area. Furthermore, there was a strong preference to remain employed in regional and rural areas in the short, medium and long terms.

CSU graduates were employed in a range of accountancy firms, government sectors and private industry bodies, and had enjoyed success at all levels of the accountancy profession including accountant, senior accountant, manager, partner, senior partner and director.

The majority of respondents held ambitions to further their career in the short, medium and long term, and just under one-third (29%) intended to undertake further study. CSU was the institution of choice for the majority of respondents intending to undertake further study.

Business services are typically under represented in regional areas, and this has a negative impact on economic development and investment in regional business. The results of the 2008 CSU Graduate Destination Survey of Accountants provide evidence of the contribution of CSU to regional economies in addressing this shortfall in the form of skilled accountants who are likely to remain in and service regional areas.

APPENDIX 1: METHODOLOGY

Project steering committee

A project steering committee was established to finalise the survey instrument, review the outcomes of the questionnaire pilot; review the progress of the data collection process towards the end of the data collection period and assist with completion of the final report by reviewing draft findings. The project steering committee consisted of:

- Professor Terry Heazlewood , Business Faculty, CSU (Chairman);
- Ms Dianne McGrath, Senior Lecturer, Business and Information Technology, CSU; and
- Dr Graeme Rose, Senior Lecturer, Business and Information Technology, CSU.

Development of the Survey Instrument

WRI collaborated with the CSU steering committee to develop a survey instrument. Extensive testing of the questionnaire was performed to ensure clear understanding and interpretation by the respondent. The questionnaire was approved for use in a pilot phase in July 2008.

Pilot Phase

A pilot of the online survey was conducted to gather feedback on various aspects of the survey such as readability and sequencing of questions, interpretation of questions, length of survey, ease of navigation and general look and feel. Steering committee members provided WRI with a list of accountants working in regional NSW who had consented to participate in the pilot survey. Respondents were invited to participate in the pilot survey via email. Eight respondents participated in the pilot which was conducted in August. Feedback from the pilot survey was reviewed and used to finalise the online survey for the data collection period. A copy of the final survey instrument is included in Appendix 2.

Questionnaire distribution

In accordance with CSU ethics committee guidelines for the project, respondents were not invited by WRI directly to complete a survey. In order to ensure a robust sample, WRI employed a number of strategies to reach accountants working not only in local accounting firms but also within large businesses and local councils.

Accounting firms and large employers of accountants in the project area were approached by steering committee members in their local areas. Directly approaching potential respondents enabled steering committee members to introduce the process and the key outcomes of the research project in addition to determining a key contact person for each firm. Steering committee members provided WRI with the details of the key contact person for each firm.

To ensure both public and private sectors were able to participate, accountants working within local councils were also invited to participate. Councils were also asked to provide details of large businesses employing accountants in their area. Businesses nominated by councils were also invited to participate.

Furthermore, with the assistance of the CSU Alumni office, WRI was able to generate a list of CSU accounting graduates working within the survey area.

Data Collection

Data was collected via an online survey hosted on WRI's website. The data captured via the online survey forms was stored in a secure MySQL® database. A total of 137 valid survey records were collected during the data collection period in September and October 2008.

To comply with WRI's quality assurance processes, the online survey asked respondents if they would consent to being contacted to verify key details of their responses. Consenting respondents provided both a contact phone number and name. Five percent of all data records collected were validated via follow-up phone contact to these respondents.

APPENDIX 2: FINAL QUESTIONNAIRE

NB: The CSU Accountancy Graduate Destination Survey was conducted online; the following represents the online survey as closely as possible.

CHARLES STURT UNIVERSITY

ACCOUNTANCY GRADUATE DESTINATION PROFILE

SURVEY

Charles Sturt University (CSU) is preparing a profile of Accountancy graduates to understand the educational history and employment achievements of Accountants in the Central West of NSW, Albury/Wodonga, Wagga Wagga and North Eastern Victoria.

CSU has enlisted the services of the Western Research Institute (WRI) to capture information through this online survey.

The survey should take only 10-15 minutes to complete.

More information on the project is available <insert link to Information sheet> or by contacting WRI by email wri@csu.edu.au or telephoning WRI's CEO Tom Murphy on (02) 6338 4435.

By continuing to complete this survey you give consent for information provided to be included in the project reports. All your responses are completely confidential and no individual responses will be able to be identified. Your personal information will only be used to ensure records are accurate and complete and to provide information to meet sample distribution targets. Your employer will not be provided with any information that identifies you.

Charles Sturt University's Ethics in Human Research Committee has approved this study. I understand that if I have any complaints or concerns about this research I can contact:

Executive Officer

Ethics in Human Research Committee

Office of Academic Governance

Charles Sturt University

Private Mail Bag 29

Bathurst NSW 2795

Phone: (02) 6338 4628

Fax: (02) 6338 4194

1. What is the name of the firm for which you work?

2. What town/city do you work in?

Select one

- Albury
- Bathurst
- Dubbo
- Lithgow
- Mudgee
- Orange
- Wagga Wagga
- Wangaratta
- Wodonga
- Other – Please specify: _____

3. Please indicate your gender:

Male

Female

4. Please indicate your age group:

- Under 30 years
- 30 to 39 years
- 40 to 49 years
- 50 to 59 years
- Over 60 years

5. Are you of Indigenous or Torres Strait Islander background?

Yes No

6. Please indicate your secondary school education.

| Qualification | Name of School | Location | Schooling years | Primary place of residence while enrolled |
|--------------------------------------|----------------------------|---------------------|---------------------|---|
| <i>e.g School Certificate</i> | <i>Mudgee High School</i> | <i>Mudgee</i> | <i>Years 7-10</i> | <i>Mudgee</i> |
| <i>e.g Higher School Certificate</i> | <i>St Joseph's College</i> | <i>Hunters Hill</i> | <i>Years 11- 12</i> | <i>Mudgee</i> |
| | | | | |
| | | | | |

7. Please outline details of your tertiary qualifications.

| Qualification | Name of educational institution | Year attained | Mode of Completion | Primary place of residence while enrolled |
|--|---------------------------------|---------------|---------------------------|---|
| <i>e.g. Bach Business - Accounting</i> | <i>Charles Sturt University</i> | <i>1999</i> | <i>Distance Education</i> | <i>Mudgee</i> |
| | | | | |

8. Have you commenced or plan to commence any professional education programs?

- a. Yes => Question 9
- b. No => Question 10

9. Please indicate the professional education program.

| Qualification | Year of Commencement | Anticipated Year of Completion |
|--------------------------------|----------------------|--------------------------------|
| CPA Program | | |
| Chartered Accountants Program | | |
| Other: Please specify _____ | | |

10. Other than professional development, are you currently studying?

- Yes No

If yes, please indicate course, educational institution and expected completion date.

| Course name | Name of educational institution | Location | Mode of completion | Anticipated year of completion |
|---------------------------------|---------------------------------|--------------------|--------------------|--------------------------------|
| <i>e.g. Grad. Dip. Business</i> | <i>Charles Sturt University</i> | <i>Wagga Wagga</i> | <i>Part time</i> | <i>2009</i> |
| | | | | |

11. What further education, if any, would you be interested in undertaking to support your career aspirations?

Location may be a specific town/city or an area such as 'regional NSW' or 'metropolitan centre'.

| Course name or subject matter | Name of preferred educational institution | Preferred Location |
|-------------------------------|---|--------------------|
| e.g MBA | Charles Sturt University | Wagga Wagga |
| | | |
| | | |
| | | |

12.1 Enter your current employer below

| Employer name | Position title/ Classification | Location | Employment Status | Period of employment | Number of full time equivalent staff you <u>personally</u> supervised |
|---------------|--------------------------------|----------|--|------------------------------|---|
| | | | Full Time <input type="checkbox"/> Part Time <input type="checkbox"/> Casual <input type="checkbox"/> Contractor <input type="checkbox"/> | Start Date: End Date: | |

12.2 Enter your previous employers below.

| Employer name | Position title/ Classification | Location | Employment Status | Period of employment | Number of full time equivalent staff you <u>personally</u> supervised |
|---------------|--------------------------------|----------|--|------------------------------|---|
| | | | Full Time <input type="checkbox"/> Part Time <input type="checkbox"/> Casual <input type="checkbox"/> Contractor <input type="checkbox"/> | Start Date: End Date: | |

15.

a. Have you supervised a workplace placement/ internship since graduating?

Yes No

b. If yes, who arranged the placement?

Educational Institution

Please name:

Firm

Please name:

16. Do you have any suggestions on how to improve the internship and/or placement process?

17. Are you aware if your firm intends to hire additional accounting graduates in the next 6 months?

Yes
 No
 Don't know

18. Which of the following opportunities would influence you to change your current employer?

- Becoming a partner
- Management opportunities within the accountancy field
- Remuneration
- Child Care facilities
- Flexible Working hours
- Management opportunities in another industry field .
Please specify field : _____
- Skills development opportunity within the accountancy field. Please identify the skill(s) of interest: _____
- Skills development opportunity – other industry field – Please specify field and skills of interest:
Field: _____
Skill of interest: _____
- Other – please specify

19. Which of the following opportunities would influence you to change your current location?

- Becoming a partner
- Management opportunities within the accountancy field
- Remuneration
- Child Care facilities
- Flexible Working hours
- Management opportunities in another industry field .
Please specify field : _____
- Skills development opportunity within the accountancy field. Please identify the skill(s) of interest: _____

- Skills development opportunity – other industry field – Please specify field and skills of interest:
Field: _____
Skill of interest: _____
- Other – please specify

Would you be interested in joining an advisory panel to provide commentary to Charles Sturt University (CSU) on issues relating to accountancy?

Please note that ticking the “yes” option below will mean your email/contact details ONLY will be provided to CSU.

No other information from this survey will be supplied that could identify you personally.

Yes – I permit my contact details shown below to be provided to Charles Sturt University for the purpose of joining the CSU Accountancy Advisory Panel.

| |
|---|
| My first name is: _____ |
| Email: _____ |
| And/or - My postal details are as follows: _____ |

Thank you for your participation.

THE WESTERN RESEARCH INSTITUTE

The WRI is a non-profit economic, business and social research organisation located on the Bathurst campus of Charles Sturt University. The WRI holds a wealth of knowledge on employment, business development and investment issues affecting regional Australia. It has worked with Commonwealth, State and Local Governments and industry groups on numerous investment and development programs in regional areas. The WRI has strong credentials in business and commercial market consulting and applied economic modelling including input-output analysis, shift-share, agribusiness and regional socio-economic surveys and analysis.

THE RESEARCH TEAM

Tom Murphy - Chief Executive Officer *B.Ec. (Hons I) MSc. (Econ) Lancaster*

Tom Murphy holds the degrees of Bachelor of Economics from the University of New England and Master of Science (Economics) from the University of Lancaster. He is currently Chief Executive Officer of the WRI. Mr Murphy has previously held academic positions as senior lecturer in Economics and Director of the Regional Economics Research Unit in the Faculty of Commerce, Charles Sturt University, Bathurst and positions at the University of New England and Macquarie University. He has also held the positions of Economic Analyst with the Office of National Assessments in Canberra, with responsibility for the ASEAN economies and Senior Consultant with KPMG Peat Marwick Management Consultants.

Kathy Sloan - Research Manager *BAppSc (Geography) UC, GDip InfoSys*

Kathy provides statistical analysis in WRI projects and is an experienced researcher in both the private and public sectors. Her strengths in information communication technology ensure WRI work is enhanced through the use of current computer applications. Her experience in private consultancy and the Planning and Audit Division of CSU provides a strong background in project management and quality assurance.

Danielle Ranshaw – Senior Research Officer *BEc&Fin NSW*

Danielle's experience in project management in the information technology sector combined with qualifications in economics and finance provide a solid background for WRI projects. Danielle recently joined the WRI after coordinating the Study Link program for Charles Sturt University. Danielle's skills in business and systems analysis, performance planning and review, and project planning make her a valued member of the WRI team.

Lesley Arthur – Senior Research Officer *BS. Bio Sc (Hons), MSc Tech Ec.*

Lesley is an experienced researcher in the areas of tourism, property development and economic development. Prior to joining WRI, Lesley was a director with KPMG Peat Marwick Management Consultants in Australia and Malaysia. Lesley is skilled in the construction and application of market forecasting and financial models and brings a wealth of experience to WRI projects.

Rachel Jackson – Research Officer *BEquineBusMgt (Hons)*

Rachel has a strong focus on regional and rural Australia, with a particular interest in agribusiness. Prior experience in regional media, agriculture and hospitality industries brings a sound understanding of the unique needs of regional business to her role at the WRI. Rachel's strengths lie with survey design, administration and sampling, which have been supplemented by study with the Australian Bureau of Statistics and Australian Marketing and Social Research Society.

Deborah Munns – Research Officer *BA (Hons) USyd, Grad Dip Sec Ed (HSIE) CSU*

Deborah has a Bachelor of Arts degree with Honours, majoring in Human Geography and Industrial Relations. Recently, Deborah obtained a Graduate Diploma in Secondary Education (HSIE). Deborah has a broad range of experience in the travel, retail and local government sectors. With experience in social research in both private consultancy and local government sectors, Deborah brings a variety of skills to support her position at the WRI.

David West - Research Officer *BEcon, GCApplaw UQ*

David comes to WRI having developed a range of skills in economic impact analysis, in particular IO modelling. Having worked previously for the Centre for Economic Policy Modelling at the University of Queensland, David has experience in modelling impacts from the LGA to national level and has worked on projects as diverse as non-profit festivals to major government infrastructure projects and billion dollar private sector investments and expansions both in Australia and abroad.

Dale Rogers - Research Assistant *BA ANU*

Dale began at the WRI as a fieldwork supervisor and has worked on several community and business surveys. Dale holds a Bachelor of Arts degree and majored in Anthropology and International Relations. With experience in the retail and communications sectors, Dale brings strong organisational skills and a vibrant personality to the WRI.